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NATIONAL PRINTER JOURNALIST

PRINTING INKS
LITHO INKS
VARNISHES
DRYERS

Sinclair & Valentine Co.

Main Office and Factory

603-611 West 129th St., New York

—BRANCHES—

BOSTON, MASS
PHILADELPHIA, PA.
CLEVELAND, O
CHICAGO, ILL.
NEW ORLEANS, LA.
ST. LOUIS, MO.
TORONTO, ONT.
WINNIPEG, MAN.
BALTIMORE, MD.
MONTREAL, QUE

JANUARY 1918

PONTIAC ENG. CO. CHI.

THIS IS AN AMERICAN CORPORATION OWNED AND OPERATED BY AMERICANS

JAENECKE-AULT COMPANY

CHAS. H. AULT, PRESIDENT & TREASURER

Think of the time some printers waste each day in cold weather in the hopeless endeavor to make unsuitable inks work. They spend hours in trying to adjust them, and all this while the press is standing idle! So, use Jaenecke-Ault inks and avoid trouble.

MANUFACTURERS OF

FINE PRINTING & LITHOGRAPHIC INKS

FACTORY & EXECUTIVE OFFICES, NEWARK, N.J.

BRANCHES: NEW YORK · CHICAGO · CLEVELAND

Our goods can also be obtained from printers' suppliers everywhere

CHICAGO OFFICE—609 SOUTH LA SALLE STREET

NA

Liberty Loans and Printing

★ ★ ★ ★ ★ ★

It takes billions to float a government bond issue—and it is fine patriotic work. It is equally fine work, tho but a few hundreds or thousands of dollars are required, to equip and keep a printing plant in first-class condition, with latest and best type faces, machinery and specialties. The bond pays 4 per cent. The plant properly equipt pays dividends of a size that you are enabled thereby to buy many bonds

We have for Sale Dividend Payers and Bond Buyers

★ ★ ★ ★ ★ ★

Barnhart Brothers & Spindler

Originators of Popular Type Styles
Dealers in Printing Machinery and Supplies

Chicago Washington Dallas Saint Louis
Kansas City Omaha Saint Paul Seattle

Set in Parsons and Parsons Bold 12-Point Border No. 1309 108-Point Patriotic Ornament No. 10805

CYLINDER PRESSES

1. 6 Column Quarto Miehle, bed, 35 x 50 in. with both deliveries, 4 form rollers. Now set up in our shop, ready to run. Costs new $4,000. Sold at low price and terms **at $2,000**

2. 7 Column Quarto Miehle, bed 39 x 53 in., with both deliveries, 4 form rollers. Now set up to show running, late style. Costs new $4,400. Sold on terms **for $2,750**

3. Practically new 28 x 36, 46 x 62 and 49 x 66 in. Huber-Hodgman's for $1,600, $2,400 and $2,800. They have been used little, and require few minor parts to make them in first class condition. Latest, low style, both deliveries, 4 form rollers, very strong and efficient. These presses can be shown running.

4. Large Stock of Printing and Binding Machinery. Many machines nearly new. Tell us your wants and write for Information and New List No. 11. Buy now at reduced prices. We buy and exchange.

We Sell a Full Line of New Machinery and Equipment.

WANNER
MACHINERY CO.
A. F. WANNER PROP.
703 S. Dearborn St., Chicago, Illinois

ROUTING CUTTERS

New steels of the best cutting service known to mechanics.

Write for Circular No. 280

JOHN ROYLE & SONS
PATTERSON, N. J.
Photo-Engravers' Machinery

THIS is the 35th Anniversary Edition of the National Printer-Journalist and a thoro study of the contents will be found to be very much worth while to any printer-publisher. War-time economy has been exercised in the production of this epochal issue. There are no fanciful and expensive illustrations, no vari-colored inserts, but thruout the edition will be found "honest-to-goodness" information and suggestions which will appeal quickly to any man blessed with a purpose and ambition to make a well-rounded success in the printing or newspaper publishing business.

As Mr. Charles Francis has been kind and thoughtful enough to say, "Without a doubt this journal has been productive of great results in its activities and has always occupied a high place among the various trade publications. :: :: :: Notwithstanding the demise of Father Herbert, the same energy and policies are being continued and should win out." This tribute is especially significant as it comes from a pre-eminently qualified judge and one who has been a close reader of the journal for years.

Old subscribers to the National Printer-Journalist recognize that the magazine is prepared and published for their good. They appreciate it, and "repeat" subscriptions for many years agone are ample testimony of the fact. Steadily, but nevertheless surely, an increasing number are learning that the old N.P.-J. is "a magazine with a purpose."

Become a missioner, reader. Go thou and tell thy brother.

NATIONAL PRINTER-JOURNALIST
4618 RAVENSWOOD AVE., CHICAGO

October 10, 1918.

Mr.P.L.Windsor, Librarian,
University of Illinois,
Urbana, Illinois.

My dear Sir:-

I regret to say that we do not issue title pages and indices for volumes of the National Printer-Journalist. We therefore cannot supply them.

Yours very truly,

Benj. S. Herbert.

Editor.

BSH-SMA

NATIONAL PRINTER JOURNALIST

A JOURNAL for PRINTING and ALLIED TRADES

VOLUME THIRTY-SIX CHICAGO, ILLINOIS, JANUARY 1918 NUMBER ONE

THE THIRTY-FIFTH ANNIVERSARY OF THE NATIONAL PRINTER-JOURNALIST

By Benjamin S. Herbert

WHEN Mr. B. B. Herbert, the late editor of this magazine, decided to accept the commission of the National Editorial Association to publish a journal in the interests of that great body of printers and newspapermen, he exercised the acumen and good business judgment which had enabled him to win well merited success in the conduct of a newspaper and printing business in Red Wing, Minn.

Appreciating the advantage of securing control of an already established business, he purchased "The Printer and Publisher" and, in order to more closely relate the magazine to the Association of which he was the proud founder, changed the name to "The National Editorial Journalist, Printer and Publisher."

The magazine was first issued from Indianapolis, Indiana, where it was printed in a plant owned by the publisher.

In the first number of the journal appeared the following editorial:

"THE NATIONAL EDITORIAL JOURNALIST, PRINTER AND PUBLISHER, enters upon its fifth year with a plan so broad as to extend to every editor, publisher and printer in the nation. This has been brought about thru the agency of the National Editorial Association, composed of delegates from the various editorial organizations of the different States of the Union. At the meeting in Denver last September the initiatory steps were taken toward the establishing a paper that would represent and be useful to editors and publishers and editorial associations. A prospectus for such a publication, setting forth fully the plans, was issued and extensively circulated. An organization of an editorial force representing twenty-six States was secured.

"In looking for a central location, Indianapolis was fixed upon, and negotiations at once entered into to combine the new enterprise with the PRINTER AND PUBLISHER. This was accomplished early in the current month. Thus was secured valuable acquisitions of experience and of an established journal covering an important portion of the field desired to be covered, while the strength of organization and a broader design came to the old established publication.

"A very large percentage of the editors of this country are at the same time publishers and printers, while the three callings are so intimately connected, so dependent the one on the other, that what interests the publisher and printer is most likely to interest the editor and the writer, and vice versa.

"In view of these recognized facts, the JOURNALIST, PRINTER AND PUBLISHER will speak to all four classes, thru whose work the printing press, the great controlling force of this enlightened age, is enabled to exert its beneficent power. In the first issue under the new plan some discrepancies must be expected, but the JOURNALIST will be fully equipped before its next issue to carry out every detail of the original design. It is a matter of gratification to the publishers that only the two departments of Public Opinion and Reportorial Chat have had to be slighted, and this only on account of the press of other matter equally interesting to all and more practical and profitable.

"We heartily thank our friends for the interest manifested and the genuine, substantial aid extended to this enterprise, which is designed to benefit all, and to which each must contribute from his individual store of facts, news, thought, experience and suggestion, that all may reap a full harvest of knowledge, profit and pleasure."

The advantage of a change in location soon manifested itself and in 1889 the office of publication was moved from Indianapolis to Chicago, the larger trade center. In the January, 1889, edition appeared an announcement to the effect that the publishing company had secured "permanent rooms at numbers 21, 23 and 25 Third Avenue, and is putting in a complete office of its own."

30 NATIONAL EDITORIAL JOURNALIST
PRESSES
TYPE
—AND ALL KINDS OF—
Printing Material,
MANUFACTURED AND SOLD BY
The Cincinnati Type Foundry,
201 VINE STREET,
CINCINNATI OHIO,
AT PRICES AS LOW AS
First-Class Goods
Can be sold for anywhere.
The type on which this paper is printed is from the above Foundry.—[Ed.
THE UNION
TYPE FOUNDRY
CHICAGO and OMAHA
MANUFACTURERS OF
Job and Newspaper Type,
Brass Rules, Etc.,
ALL ACCORDING TO THE NEW POINT SYSTEM.
REPRESENT:
Boston Type Foundry, Boston, Mass.
Central Type Foundry, St. Louis, Mo.
Manhattan Type Foundry, New York City, N. Y.
(A full line of their Patented Faces carried in stock.)
Agents for all the leading Job and Cylinder Presses, Paper Cutters, and Printers' Machinery and Material of Every Description.
Bargains at all times to offer in Second-hand Machinery. Send for our Monthly Bargain Sheet. Estimates of entire job or newspaper outfits cheerfully furnished. Address
UNION TYPE FOUNDRY,
CHICAGO: 298 Dearborn St. OMAHA: 419 Eleventh St.
WE ask all PRINTERS and PUBLISHERS to send to us for estimates on any Engraving they may wish to have executed. Long experience with the BOOK and JOB Trade make it possible for us to give satisfaction in every case. Art Pictures, Buildings, Portraits, Machinery, Landscapes, Trade Marks, Labels etc., etc.
John Filmer & Son,
Engravers (Wood and Photo)
318 BROADWAY,
NEW YORK,
N Y
Otto Gas Engine Works
SCHLEICHER, SCHUMM & CO., Prop'rs.
PHILADELPHIA CHICAGO
Guaranteed to Consume 25 to 75 per cent less Gas than any other Gas Engine doing the same work.
20,000 SOLD
20,000 SOLD
Our One Horse Power Engine is now offered at $325 at Factory in Philadelphia, and is just the size for many Printers. It will run a light Cylinder and 2 or 3 Jobbers at once
Send for Circular and Reference List of This Size
Larger Engines up to twenty five horse power are used by Publishers, Printers and Newspapers. Among others, we refer to the New Orleans Picayune, St. Louis Tribune, Toledo Blade, Erie Dispatch, Austin Statesman, Cleveland Herald, Sioux City (Pa.) Tribune, Salt Lake City Tribune South Bend (Ind.) Tribune, East Saginaw Herald, etc., etc., etc.

Advertisement Composition as displayed in this magazine Thirty Years Ago, January, 1888

From the establishment of the magazine in Chicago, progress was recorded. The pages of advertising increased in number and the reading matter grew steadily in interest and volume. Various officers and members of printers' and press associations coöperated in the upbuilding of the journal and it flourished as a green bay tree.

The history of the National Printer-Journalist has been concurrent with the development of the printing and publishing industry in America. The journal was abreast, and often ahead, of the times. In its columns have been recorded advances and improvements which, by reason of its growing strength and influence, became adopted thruout the trade.

Policies and plans were advocated that had a tremendous affect for good and the acknowledgments of the leadership and the authoritativeness of the magazine's utterances, were repeatedly made in conventions and among the more advanced and successful printer-publishers of the nation.

The National Printer-Journalist had the distinction of being the first magazine in America to present a sample of color printing and to point out the possibilities in the development of the process. The following editorial, appearing in the December, 1889, issue is reprinted in support of the statement:

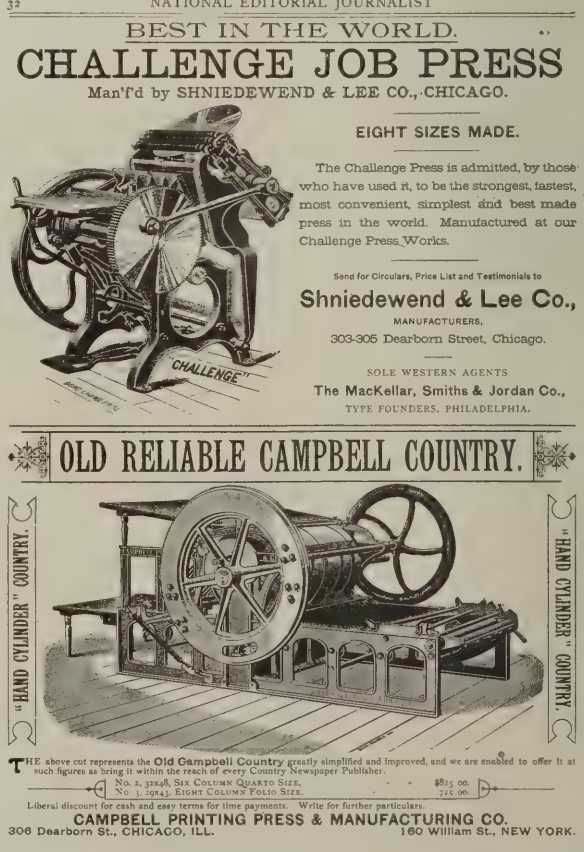
"A new era in color printing, thru the photographic process, is dawning. By the enterprise and progressive ability of the Art Etching Company, of this city, who furnish the idea and and plates, and the skilled force and new machinery of the National Journalist Publishing Company, the National Journalist has an unusual honor in being the first journal to present a specimen of this work in America.

"While, like all work of an experimental character, it could doubtless be improved, yet we think it will generally be conceded that the accomplishment is something to be pretty proud of and is the introduction of a process which will become of the greatest importance to the printing trade.

"The interest will be even greater when it is known that the effect is produced by one impression in black with only three colors additional. Printers will find a variety of shades that is surprising, by a close examination.

"By this process a new field is opened to art publications, and one which will especially delight the art printer."

The founder of the journal and its continuous editor for nearly 30 years, known everywhere


32 NATIONAL EDITORIAL JOURNALIST
BEST IN THE WORLD.
CHALLENGE JOB PRESS
Man'f'd by SHNIEDEWEND & LEE CO., CHICAGO.
EIGHT SIZES MADE.
The Challenge Press is admitted, by those who have used it, to be the strongest, fastest, most convenient, simplest and best made press in the world. Manufactured at our Challenge Press Works.
Send for Circulars, Price List and Testimonials to
Shniedewend & Lee Co.,
MANUFACTURERS,
303-305 Dearborn Street, Chicago.
SOLE WESTERN AGENTS
The MacKellar, Smiths & Jordan Co.,
TYPE FOUNDERS, PHILADELPHIA.
OLD RELIABLE CAMPBELL COUNTRY.
"HAND CYLINDER" COUNTRY.
"HAND CYLINDER" COUNTRY.
THE above cut represents the Old Campbell Country greatly simplified and improved, and we are enabled to offer it at such figures as bring it within the reach of every Country Newspaper Publisher.
No. 2, 32x48, Six Column Quarto Size, - - - $825 00.
No. 3, 29x43, Eight Column Folio Size, - - - 725 00.
Liberal discount for cash and easy terms for time payments. Write for further particulars.
CAMPBELL PRINTING PRESS & MANUFACTURING CO.
306 Dearborn St., CHICAGO, ILL. 160 William St., NEW YORK.

A page of advertising as it appeared in the January, 1888, Edition

as "Father Herbert," was at all times the inspired guiding force of the publication. Giving unsparingly of his time and comfort, working heroically under conditions which were often discouraging, he held the craft steadily to its course thru nearly three decades of service.

Year after year thru good fortune and bad, sometimes rewarded, often not, he worked and labored on and on, even up to the very day of his lamented death, at Minneapolis, July 10, 1917, while in attendance upon the Thirty-second Annual Convention of the National Editorial Association of which he was the organizer and first president. In apparent good health and with the prospect of living far beyond the three-score and ten, which he had attained, he was suddenly stricken down.

Tho time has robbed the experience of its terror and gloom, and while the continued kindness and never failing and eloquent demonstra-

A very "Classy" job in 1888—when bent rule work was in its prime

tions of real sympathy by staunch friends, is assuaging the grief, the loss will long be keenly felt by the surviving relatives.

The abundance of evidence warrants the belief that tho the departure of the great, kindly spirit is deplored, still it was probably for the best. He died in the traces, as was his wish. In the words of the poet:—

"Men die but once and the opportunity
Of a noble death is not an every-day fortune;
It is a gift which noble spirits pray for."

As one of God's noblemen he had friends by the thousand. Never having injured a man wilfully, always treating even his opponents and competitors with kindness and patient consideration, he left a legacy which towers high in the esteem of those in whose behalf he strove so valiantly.

Tho anniversary occasions are generally times for rejoicing, it is hoped that the reference, of a somewhat personal nature, to the facts already known to most readers of the magazine, will be pardoned. Under the circumstances, effusive demonstrations of joy on the part of the publication could hardly be expected.

There are scores of most interesting facts to be noted in glancing thru the volumes of the old journal, but an extension of their recounting would doubtless tire the reader. The remainder of the allotted space for this feature of the anniversary number is therefore given over to a brief article concerning the present publishers of the magazine, of whom the reader will naturally want to know something. It is written by one who has known both for many years. The remainder of the space available is given over to the reproduction of letters of greeting and expressions of good will from the shining lights of the industry thruout the nation.

THE NATIONAL PRINTER-JOURNALIST—A LIVING MEMORIAL TO "FATHER" HERBERT

By Edwin S. Hanson, Managing Editor "The National Builder," Chicago, Ill.

Following the sad news of the death of Benjamin B. Herbert at the Minneapolis Convention of the National Editorial Association, of which he was the founder, comes the announcement that The National Printer-Journalist will be continued by his two sons. They want to make the magazine a living memorial of "Father" Herbert.

These two, William E. and Benjamin S., have grown up in the printing and publishing business, the one as a practical printer and plant superintendent, and the other as editor and business man.

William E. Herbert began to work with type and presses more than thirty years ago, and has had a hand in developing some of the processes which have revolutionized the art in that time.

The Herberts have for about fifteen years owned and conducted a local suburban newspaper and a job printing business in the district of Chicago in which they live. That they have made a success of it marks them as in a class almost by themselves among publishers who have attempted to get out suburban weeklies.

The time of the brothers has been devoted principally to this work, leaving the conduct of the National Printer-Journalist largely to their father, to whom it was a joy to write for the editorial fraternity thruout the country, nearly every member of which he knew personally.

Benjamin S. Herbert has been editor and manager of the local paper ever since it was started. In that work he has exemplified the doctrine preached by his father for many years—that an editor should take an active and energetic part in all good work for the upbuilding of his locality, both personally and thru his columns. He is secretary of the Ravenswood Improvement Association; has all along been an active supporter of the local branch of the Young Men's Christian Association and for four years has been chairman of its Committee of Management. He is similarly active in every public welfare movement. For example, he led his district in the first sale of Liberty Bonds. The total sales directly traceable to his efforts amounting to $80,000, and in recognition of this service he was presented with a medal.

The local business is now firmly established, so that the brothers feel they are in a position to take hold of the National Printer-Journalist and work into it some of the ideals which they have long had in mind. They will put into it the same energy which has brought them success along other lines, and will make of it a modern,

high-class journal for the employing printer and publisher. They are both "live wires" and are thoroly familiar with modern methods.

Their ideals are high but since they have long been daily students in the laboratory of experience, they will not advocate anything of a fanciful nature. They are practical men who appreciate all of the difficulties attendant upon the successful conduct of a printing and publishing business. What they have learned and practiced locally (with a wealth of other available information) they will interpret nationally, but they are strongly of the conviction that the coöperation of all former friends of the magazine is most necessary.

They want all the sons, and other relatives, of "Father" Herbert to coöperate with them in building a magazine of service—one which will discover for the whole N. P.-J. family better methods and practices by which their individual enterprises may be strengthened and a more substantial reward brought to each worker in the great sixth industry.

CONGRATULATORY MESSAGES

A TRIBUTE AND GREETING FROM THE PRESIDENT OF THE N. E. A.

No man can estimate or record the influence for good which has been been exerted by the National Printer-Journalist during the thirty-five years of its existence. Its power in elevating the standard of American journalism is byond estimation. With its very first issue it set in motion a current of thoughts and ideas which constantly reinforced by the best minds and brains of the country raised the press to a higher plane editorially and mechanically. During this long term of years, leaders in journalism have freely contributed their mite thru its ever open columns, to keep in motion this mighty and powerful force until today the country press, which it has so ably represented, is regarded as the most potent force in America in preserving and defending the rights and liberties of the people.

Measured by whatsoever rule that may be selected, the National Printer-Journalist has occupied a high place in moulding the ideas and even the lives of the men who fill the editorial chairs of this country today and who wield a power in shaping the destinies not only of America, but of the world in this hour when the people of civilization are fighting for their freedom and liberty.

As one who has read the Printer-Journalist religiously during nearly all the years of its existence, I desire to congratulate its editors, past and present, for its successful accomplishments and to wish them many years more of continued success and prosperity. Its founder, Father B. B. Herbert, has passed on, but he has left with the present generation a legacy that is greater and more valuable than gold and precious stones, the legacy of a good name and a life of usefulness which is continuing on its work of uplifting the world in the lives of others imbued and inspired by his ideas of a cleaner and nobler journalism. Long may the Printer-Journalist continue its work of leading the editorial hosts of the United States.

H. C. HOTALING,
President National Editorial Association.

Mapleton, Minn., Jan. 4, 1918.

A LINE FROM A METROPOLITAN NEWSPAPER PUBLISHER

I am pleased to learn that you are to celebrate the 35th anniversary of the National Printer-Journalist. Accept my congratulations and good wishes. May you continue to grow and prosper, and may the Editor prove to be a worthy son of a most worthy father.

Yours very truly,
ADOLPH S. OCHS,
Publisher The New York Times.

New York City, Jan. 4, 1918.

CORDIAL GREETINGS FROM THE GOVERNOR OF A GREAT COMMONWEALTH

May I not extend my most cordial greetings to the National Printer-Journalist as it enters upon another year of service and congratulate it upon the fine record it has achieved in the years that are gone. It is a record of service and of accomplishment in the field of trade journalism which the editor may well view with a feeling of genuine pride and satisfaction. My warm hope is that 1918 may be the very best year the National Printer-Journalist has ever had.

Cordially and sincerely yours,
ARTHUR CAPPER, Governor.

Topeka, Kan., Jan. 5, 1918.

GREETINGS FROM A LIFE-LONG SUBSCRIBER

There was a fuel problem in the land, just as there is at your 35th anniversary time, when I (as an apprentice) first pored over the pages of your time-honored publication. The problems was to get a load of green subscription wood up the stairs without breaking a poor devil's back; also, to make it burn without too frequent injections from the benzine bottle after we got it up. To this day I can feel the ecstacy of turning from these tribulations to the teeming pages of the "Printer and Publisher" and revelling in the instructive and artistic phases of Ben Franklin's calling. Long may you continue to be as the shadow of a rock in a weary land to office imps and a bright and shining light to full-fledged craftsmen. Very cordially,

JAMES SCHERMERHORN,
Detroit, Mich., Jan. 5, 1918. Publisher Detroit Times.

KIND WORDS FROM A FAMOUS EDITOR OF A POPULAR WEEKLY

The "National Printer-Journalist," which I have read ever since your good father called its first issue to my attention, nearly thirty years ago, has justified its existence by serving the printer and publisher, in a field largely of its own creation and one that had never been fully occupied. There must always be a REASON for the existence of a publication, no matter whether it be great or small, and yours has a reason for its existence and has justified your faith in your proposition. I wish it were more the habit of editors and printers to read such publications as the "National Printer-Journalist," for they sometimes show a sad lack of knowledge of the fundamentals so necessary for the successful prosecution of any business. With every good wish for your success, I remain, Very truly yours,

JOHN A. SLEICHER,
Editor Leslie's Illustrated Weekly Newspaper.

New York City, Jan. 3, 1918.

Continued on page 51

HOW GRIT WON

Here is one of the most interesting and romantic fact-stories that has ever appeared in print. It is the relation of the history of that most appropriately-named Pennsylvania newspaper:—"Grit," of Williamsport, as told by Mr. Dietrick Lamade, who, as a printer, himself set the heading of the newspaper, which now is one of the leading enterprises of its kind in the world. Mr. Lamade makes no reference to it, but the reader has two guesses as to whom is responsible for this most remarkable achievement.

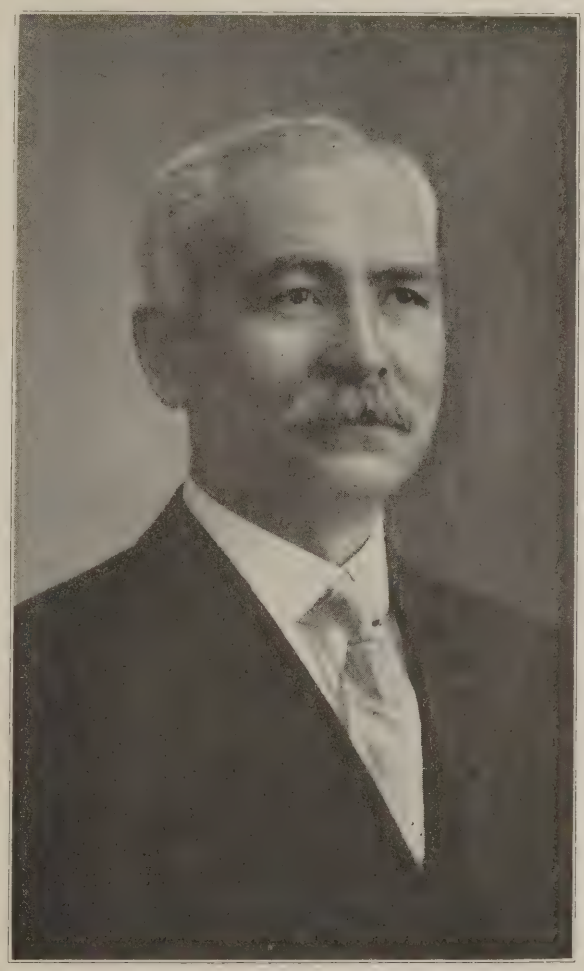
THE romance of Grit lies in its development from a local paper to a weekly of national circulation. This is the biggest fact in its history and has been an achievement not of a decade, but of thirty-five years of constant, consistent endeavor to attain an ideal—a paper good enough to appeal to the reader who lives in Iowa or Texas as well as to the reader who lives in Pennsylvania or Williamsport; and to meet competitors for the same readers and convince them that Grit is the paper that they prefer. Such achievement makes the story of Grit interesting to all who endeavor to attain success in other businesses. So, as briefly as possible, I will give you a condensed story of Grit, and make from it a few observations that will at least be suggestive.

Origin and Development of Grit

Grit was founded in December, 1882, by Henry M. Wolf, Jr., then publisher of the Sun and Banner. It was the Saturday edition of that daily, enlarged by addition of literary matter, reviews and special articles, and was intended to realize Mr. Wolf's visions of a newspaper of general circulation. But after fifteen months it was regarded as a financial failure and ready to go on the scrap heap. Of this first period of Grit only one reminder is now of interest—Grit's heading, which consists of the word "Grit," imposed on a banner held by two cupids, and behind which appear part of the disc and rays of the sun.

I had entered upon the printer's trade in 1872, at the age of 13, and at this time had done newspaper and job work in several printing offices. When Grit was started I was a compositor and assistant foreman in the Sun and Banner office, set up Grit's first heading, and helped to make up its forms during the first year of its existence. In January, 1884, I took charge of a small weekly publication known as The Times, which was to be changed into a daily, of which I was to be business manager. I had already started to create an organization for this daily by hiring from the Gazette and Bulletin a Mr. Foster, who was to be the foreman. In February Mr. Reilly, the publisher, failed, and The Times office was offered for sale for $900.

After figuring and planning for nearly two weeks we finally created a combination of capital to carry out a vision of a great independent Sunday newspaper. I had saved up $150, to which I added $100 borrowed from a brother. Mr. Foster got his mother to endorse a note for $250, and Mr. Wolf persuaded his brother to endorse a note for $500. From this $1,000 we paid $900 for The Times, leaving us $100 as working capital. In addition we bought the good will of Grit from the Sun and Banner for $500, for which we gave a note for the entire amount.



MR. DIETRICK LAMADE

President and General Manager Grit Publishing Company, Williamsport, Penn.

The $100 cash vanished during the first ten days and we at once sought another partner in order to get additional working capital. George W. Rianhard found some one to endorse his

note for $250. This was put into the business, giving three of us one-fifth interests, and Mr. Wolf two-fifths.

This $1,250, all of which was borrowed money, except the $150 which I had saved up, constituted all the real capital that has ever been put into the business of Grit Publishing Company, with the exception of an amount of cash required to incorporate the company in 1892.

During our first year we gained much experience, but made little progress. We moved into one large room on the site now occupied by the Hart block. We employed two printers and John D. Klein, an apprentice, who came along with the good will of Grit we had purchased from the Sun and Banner. We had enough type to set up one side of the paper, an old Gordon job press and a small collection of furniture. We had no newspaper press, so carried our "forms" or pages of type to the Gazette and Bulletin office to have the papers printed.

After running along for about three months, we began to see failure staring us in the face and were growing discouraged. Debts were piling up and little progress was being made. We asked Mr. Wolf to induce one of his brothers to loan him $750 with which to buy out the three of us, but he said we stood a better chance of making it go than he did, and sold us his two-fifths interest for our note for $500. We then sold a fourth interest to a Philadelphia newspaper man named Smith, who paid for it with his note for $400, but after three months, when his note fell due, he dropped out. We then sold to Michael Costello a fourth interest in the enterprise, but he soon became dissatisfied and offered his interest for sale. This embarrassed us, for we already owed about $1,500. However, with the assistance of two friends, we managed to satisfy the Costello claim, and the result was that after eleven changes in ownership of interests in Grit during the first year, the partnership was finally brought down to three persons—Mr. Foster, Mr. Rianhard and myself, and by hard work and careful management we pulled thru the winter. The greatest two obstacles we had to contend with were a healthy competitor, The Breakfast Table, and the pessimism of a partner.

In the spring of 1885 we realized that our hope of success lay in building up circulation, and that much work must be done to sell more papers outside the city. I planned a gift enterprise, by which we were to award a piano, gold watch, chamber suit and other articles to our readers, thru a system of coupons cut from Grit. The award was made on Thanksgiving Day, 1885. The piano promise involved an agreement on our part to pay $150 cash in partial payment for it when it was delivered, and this undertaking so disconcerted Mr. Foster, in view of our straitened financial condition, that he was overwhelmed, and then and there decided to leave the firm. The outcome was that he sold his interest to my brother, Fred, for $450, and got out when to his mind the getting was good.

This change gave me a free hand to push circulation, as both Mr. Rianhard and my brother, Fred, had full confidence in the undertaking.

From May until November, 1885, I traveled thru the state, from Monday to Friday of each week, making from two to four towns a day, establishing agents and correspondents, and advertising Grit and our great drawing. I personally tacked up quarter-sheet signs and had a boy on each side of the street distributing circulars in houses. On Fridays I came home and helped to get out the paper, sleeping on Friday and Saturday nights on a cot in the office in order to be on hand early in the morning to put out the papers.

Every man in the office worked hard that summer, and the result was that our circulation increased from about 4,000 in May to about 14,000 in November. By January we had paid all our debts and had a $400 cash balance in the bank. We had worked our way to easy street.

With the $400 in bank and full confidence in the future we arranged to move into new quarters, a room on the first floor and basement in the Andrews block. We contracted for a $2,700 newspaper press, a $400 job press, a paper cutter and a boiler and engine, making small payments of cash on each and giving notes for the balance. With this new equipment we added a number of additional men and branched out new in several directions. Our circulation went up to 20,000 within about two years.

In 1887 we had paid off our notes and had again saved up nearly $4,000 and contracted for an $8,000 Goss perfecting press and stereotyping outfit. In 1889 we again got $2,000 ahead and bought for $6,000, the lot on which our main office building now stands, and in 1890 began the erection of our first building.

As our business developed we erected our mechanical building and later our job building, adding new machinery as fast as our finances permitted and our necessities required.

Grit did not simply grow of its own accord. It was built up carefully and persistently by an ever-increasing organization of the best men it was possible to find. We worked harmoniously

together—each man in his particular part of the work, taking advantage of the opportunities at hand. Our work was always centered on securing the largest number of readers and to get them we endeavored to be of greatest service, giving them a continuously improved, better and larger paper that would satisfy the every-day people, especially those living in the smaller cities and towns thruout the United States.

Here are a few suggestions of what we are doing at present which may be of interest:

Grit had a circulation averaging over 300,000 copies last year and will average nearly that high this year.

Grit is sold in about 12,000 cities, towns and villages thruout the United States, by about 20,000 agents and their assistants.

We print twenty different editions each week for different sections of the country and the state.

Three mail cars leave this city each week filled exclusively with copies of Grit.

Our office organization—the Grit Family—consists of about 180 people, 92 of whom have been with us five years or more.

We use about 100,000 pounds of news print roll paper a week and over three barrels of ink.

Our total office expenses average over $10,000 a week.

We have about 300 regular correspondents and contributors and print about 300 columns of reading matter, mostly original.

Grit is generally credited with making and printing the finest half-tone newspaper illustrations contained in any publication in the country using news paper.

Grit's rate for advertising in all editions is $14 per inch, or $1 per agate line, which is about one-third of a cent a line per thousand homes.

We try to do job printing and engraving equal to that turned out in the best offices in the country and frequently succeed.

Drawing a few conclusions from our experience, I might say that the most important thing in building up a business beyond the ordinary is the proper selection and careful training of men. I have been very successful in securing the assistance and coöperation of thoroly capable men—men who are among the best in their line of work—and to such co-workers is largely due the credit for what we have achieved. Many came when young and grew up with us, being trained into the particular work they were to do. I suppose one-third of my time has been taken up in planning and outlining the work of the other fellows and creating working systems for them. My strong effort has been to create and hold an organization that can run the business without me, or without any other one man in it.

To make a business grow, some one must carefully study its past and present and have a vision of its future. One project after another must be developed and placed in charge of competent persons. Sone one must do the thinking, the creating, the directing. Generally speaking, most men can employ about as many people as they can think for or are able to get others to think for.

Each business has problems regarding help peculiar to itself, but all, generally speaking, are capable of solution. Working systems must be created and responsibilities placed. Employes must at all times be treated fairly. Workmen are not always to blame for labor troubles. I have my doubts about the man who has constant trouble with his employes. Generally he either does not know how to select them or how to treat them. Loyalty of workmen is worth all the effort it costs to secure and hold it.

Many business men do not give the necessary attention to the larger and more important problems because their time is occupied with details which others can be trained to do.

Improper and insufficient accounting systems are the reasons for more business failures than any other one cause. Too often we fail to know where we stand. In Grit office we keep a separate account with every department and every division of our work and have complete monthly reports from each of them. We have a perpetual inventory in every department and know what our gain or loss is at the end of each month, both by departments and as a whole. It took considerable work to inaugurate the system, but it is worth many times its cost.

Many financially weak concerns could be strong and stable if they paid proper attention to billing and collecting their accounts and paying their own bills promptly. There are too many failures caused by neglect of proper financial methods. The man who does not insist on receiving at least monthly settlements in his business is usually the fellow who is very slow in paying his own bills.

I believe there are one hundred business places in Williamsport today which could be enlarged five or ten fold, in a reasonable length of time, by the application of the necessary methods. To rise out of the ordinary there must be on the part of some one a real desire to climb, there must be a careful study of opportunity, an enthusiastic willingness for work and self-application, and a readiness to assume the greater burdens and responsibilities. All

earnings and resources must be applied to improvement, enlargement and expansion. Superior value must be given, best service rendered, latest methods employed, the principle of fairness must govern every transaction, and there must be a willingness to spend money in order to make it.

Too many of us do not know enough about our own business, and we don't make enough effort to learn. Practically every business today has its trade publications which explain the latest methods pursued and tell what others in the same line are doing. These periodicals are generally worth their weight in gold if properly studied. The fellow who does not subscribe for and read his trade publications cannot be expected to be up to date in his business, and he who is not up to date cannot expect to successfully compete with the man who is. The vision of bigger business comes today to him who keeps informed on the big things others are doing.

Concentrate on one thing. We have had frequent opportunities and many temptations to start a daily, monthly, another weekly, etc., but have waived them all to one side with the conclusion that if the same effort required by these by-products were put into the further development of Grit, our progress would be greater. We have kept our entire effort and energy on the one thing of trying to make Grit the biggest and best publication of its kind in the world—something original and individual—different and better than anything else to be found in the same line, and this has been the vital reason for its growth and development.

The conduct of Grit brings its responsibilities. It means satisfying and pleasing about a million readers each week, and to give them the important news of the world, proper entertainment and the kind of literature that will keep them thinking right, and build up the best and highest type of citizenship. I can express our ambitions along this line best by repeating a statement we have for many years carried at the head of our editorial columns, in these words:

Grit is the largest and most complete Independent Weekly Family Newspaper published in the world. For thirty-five years it has been devoted to the best interests and welfare of the American people, seeking to inform, entertain and teach highest moral and social principles. Its influence flows continuously on thru all parts of the country, among millions of people, upon whom it exerts an elevating, refining force, gradually improving thought and inspiring achievement.

SECURING LOCAL ADVERTISING

By W. A. Meredith, Publisher Shinnston (W. Va.) News.

Several years of newspaper experience and observation has served to convince the writer that the country newspaper with a worth while advertising patronage is made and not born. In other words, the success of a newspaper, from an advertising standpoint as well as from editorial merit, depends upon the man behind it.

I feel a bit sorry for the country publisher that gives out a line of talk about wanting to protect home merchants so badly that he will not accept advertising from other towns. Without wishing to offend the least of them, I feel sure that if they would quit printing Bingville Bugles and go to publishing newspapers—real country newspapers—they would come out better with their bankers as well as their home merchants, for as long as a country publisher impresses the home merchants with his total dependence upon their wishes just so long will he be looked down upon, if not openly, in a sort of contemptuously sly way. There is enough business in reach of every newspaper that has a place in this country, and if it is not to be had in the home town as a straightout business proposition the real newspaper man will branch out and get it.

In handling our advertising we see that copy is changed weekly, and if an ad comes in late we get it in just the same. It takes a lot of work to change all the principal ads each week, but it is the only way to keep your advertising columns vigorous and result producing. It is all right to insist on early copy, and in fact the great majority of advertisers are alive to the advisability of getting their copy in early, but there are always ads coming in late, and in my opinion they should be taken care of, no matter if it does mean a little extra hustling.

Another thing of great importance is getting out a neatly printed paper. Our biggest buyer of advertising space, who, by the way, is an "out of town merchant," recently wrote us as follows: "We are receiving a just share of the patronage of Shinnston folks. Our store is doing its level best to render satisfactory service, and thru the medium of your 'better than the average printed paper' we are reaching the people and telling them our story."

I have always found it profitable to issue special advertising editions on special occasions. It sometimes takes a great amount of perseverance to make these extras a success, but when worked right the business can be had and without talking the thing to death at that.

BOOKKEEPING AND COST FINDING FOR PRINTERS

FUNDAMENTAL BOOKKEEPING PRINCIPLES FOR PRINTERS

[This is a correspondence course in Cost Finding for Printers given by the University of Wisconsin Extension Division as a part of their service to the business people of Wisconsin.]

Books of Original Entry

THE books used in any business may be divided into two classes—those of original entry and those of final entry. In the first class are included all books in which the transactions are recorded as they occur, without regard to order or arrangement. In books of original entry every transaction is resolved into its elements, and the proper debit and credit are indicated.

(Date)	(L.F.)	(Name and Explanation)	(Debit)	(Credit

Exhibit 2

The Journal.—The primary book of original entry is the journal, the simplest ruling being shown in Exhibit 2. "L. F." above column two means Ledger Folio. In this column, in the case of each item, is placed the page (folio) of the ledger to which the item is posted. When a journal entry is made, the account to be debited is written on a line under the "Name and Explanation" heading, and is placed as far to the left as possible; i. e., close to the vertical line at the right of the ledger folio column. The account to be credited is then written on the next line below, and is indented about one-half an inch. The debit amount is written in the money column to the left, the credit amount in the money column to the right. Proper explanation of the transaction should also be given, as well as the date. The journal entry, showing the investment by A of $4,000 with which he was starting a printing business would be as follows:

Feb. 1, Cash	$4,000.00	
A		4,000.00
A has this day started a printing business, investing cash, $4,000.00.		

The other transactions explained on pages 5 and 6 would be journalized as follows, omitting the date and the ruled columns for the sake of convenience):

Expense	$ 35.00	
Cash		35.00
For rent of shop at 10 Victor St., for February.		
Equipment	1,375.00	
Cash		500.00
Z Supply Co.		875.00
(Details of equipment purchased, and explanation of transaction.)		
Expense	5.00	
Cash		5.00
Stock and engraving for announcements.		
Expense	5.00	
Cash		5.00
Postage on announcements.		

The Ledger.—It is now readily seen that if all records were to be left in this form, it would be practically impossible to judge of the status of any one account without going over each transaction, dividing it into its debit and credit elements, and then trying to remember all the debits and credits of that account. In order to provide for the grouping of similar entries under one heading, so that all items affecting an account may be seen in relation to all others affecting it, a ledger is provided.

A ledger, then, groups the items of an account in the order in which they occur. All the items appearing in the journal are transferred or "posted" to the ledger under the proper account headings. For example, if the status of the Cash account were desired by A, he could look at that account in the ledger, and he would find all items affecting Cash brought together. To obtain the amount of cash on hand, he would subtract the total credits from the total debits. The ledger accounts, grouping the items occurring on A's journal, would appear as shown in Exhibit 3.

The first entry under "Cash" in Exhibt 3 shows a cash debit of $4,000. We have found, however, that for every debit there must be an equal credit. So when Cash is debited, some other account must be credited. It is necessary to be able to trace back each ledger entry and to be able to tell what credit entry was made for each debit entry, and vice versa. In the reproduction of the ledger in Exhibit 3, we have shown, in parenthesis, in the case of each debit entry, the name of the account that was correspondingly credited; and, in the case of each credit entry, the name of the account that was

CASH

Feb.	1	A.	4000 00	Feb.	1	(Expense)		35 00
					1	(Equipment)		500 00
					1	(Expense)		5 00
					3	(Expense)		5 00

A

				Feb.	1	(Cash)	4000	00

EXPENSE

Feb.	1	(Cash)	35 00					
	2	(Cash)	5 00					
	3	(Cash)	5 00					

EQUIPMENT

Feb.	3	(Cash)	1375 00					

Z SUPPLY CO.

				Feb.	1	Equipment	875	00

Exhibit 3

correspondingly debited. Thus, when Cash is debited with $4,000, the entry shows that the account with A is credited with the same amount. But this information is not ordinarily given in this way in a ledger. The "ledger folio" column in the journal provides for recording the page to which an item is posted in the ledger; and likewise, the "folio" column of the ledger provides for entering the page of the book from which an item is posted. In this way, cross reference is obtained and there is no necessity of writing in the name of the accounts, as we have done in the illustration.

Suppose A on February 5 secured an order from M for 1,000 letterheads at $3.50, and 1,000 envelopes at $2.25. He buys $1.04 worth of stock for the letterheads, and pays 80 cents for the envelopes. This material is paid for in cash ($1.84). The journal entry would be:

Merchandise Purchases	1.84	
Cash		1.84

On February 6th the job is delivered to the customer, who pays the amount of the invoice, $5.75, in cash. The journal entry is:

Cash	5.75	
Merchandise Sales		5.75

Two more orders are secured that day. One for 1,000 8-page folders, 3½ x 6¼, at $20, and one for 100 16-page constitutions, at $17.

A buys the stock for both at the same time, and pays $3.75 in cash. The journal entry is:

Merchandise Purchases.....	3.75	
Cash		3.75

When the jobs are delivered, both are paid for in cash, and the following entries are made in the journal:

Cash	17.00	
Merchandise Sales		17.00
Cash	20.00	
Merchandise Sales		20.00

Special Books.—It will be noticed that all purchases of stock and all sales of goods, as well as cash received and cash disbursed, have been recorded in one book, the journal. This makes it practically impossible to note the total purchases up to any given period or to know the condition of the Cash account, unless all the entries are promptly posted in the ledger. Furthermore, it will be noticed that the words **cash** and **merchandise** are repeated so often in a business of any size, that a great deal of time would be spent in writing the words alone. Therefore, some labor-saving form of book should be employed. Such books are in use, the most common being the cash book, sales book, and purchase book.

The Cash Book.—The cash book is devised for the purpose of recording all cash transactions, and so relieves the journal of such entries. The customary form may be described as follows: The left-hand page of the cash book is known as the debit side, the right-hand side as the credit side. It is not necessary, then, to write the entry "Merchandise, $1.04, to Cash, $1.04," in the cash book in order to indicate that cash should be credited with $1.04. The writing of the word merchandise on the credit side of the cash book in itself indicates that Cash is to be credited for the amount and that Merchandise is to be debited. Likewise, in a transaction where Cash is debited, the writing of the credit of the transaction on the debit side of the cash book is sufficient to show that cash is charged. Thus it is seen that two purposes have been accomplished thru using the cash book—all cash items have been brought together, and one-half the labor of making the entry has been saved. There are many special rulings for cash books, but they will not be discussed here. The simplest form is shown in Exhibit 4.

Posting from Cash Book to Ledger.—To post from the cash book to the ledger it must be remembered that all the accounts the names of which are written on the debit side of the cash book are to be credited, and that all accounts the names of which are written on the credit side are to be debited. Only the total of the

DEBIT SIDE OF CASH BOOK

Date	Account to be Credited with Explanatioo.	L.F.	Jtem		Tota

CREDIT SIDE OF CASH BOOK

Date	Account to be Debited with Explanation.	L.E.	Item		Total

Exhibit 4

amounts entered on the debit side will be posted to the debit of Cash in the ledger, and the total of the amounts on the credit side will be posted to the credit of Cash in the ledger. The double entry has been maintained, and, if the entries have been correctly made, the ledger will be in balance.

Purchase Book.—By the use of a cash book, all transaction involving cash are removed from the journal. Similarly, all purchases may be recorded in a book provided for that purpose, where only the name of the sellers (if the purchases are on account) are entered. At the end of any given period, the total of the amounts purchased is charged to Merchandise Purchases in the ledger, and the several vendors are credited for the amounts entered opposite their names. The simplest form of a purchase book is shown in Exhibit 5.

Sales Book.—The sales of the business may be entered in a special book ruled for that purpose, where the amount sold and the customer's name (if the sale is on account) are entered in the proper spaces. At the end of a given period, the total of the amount column may be posted to the credit of Merchandise Sales, while each of the customers will be charged with the amounts of his individual purchases. A typical form of sales book is shown in Exhibit 6.

It is now observed that all cash transactions and those transactions involving sales and purchases have been taken out of the journal and

PURCHASE BOOK

Date	Credit	Address	L.F.	Items		Total

Exhibit 5

given special books for their separate purposes. This leaves the journal to be used for only such entries as do not involve any of the foregoing, such as notes receivable and notes payable transactions. In general, any original entry which can not be placed in any special book will go in the journal. The opening and closing entries of a set of books, as well as any transfer of balances from one account to another, will also be recorded in the journal.

SALES BOOK

L.F.	Date	Name	Address	Terms	Amount

Exhibit 6

Special Columns in Books of Original Entry.—Special columns may be provided in every book of original entry for any purpose desired. For example, the journal may be ruled as shown in Exhibit 7, when it is not desired to have separate books for cash, sales, and purchases.

If the three auxiliary books of original en-

JOURNAL

Debits					Credits		
Gen'l	Notes Rec'ble	Acc'ts Pay'le	L.F.	Name and Explanation	Acc'ts Pay'le	Notes Rec'ble	Gen'l

Exhibit 8

COLUMNAR JOURNAL

DEBITS							CREDITS					
Expense	Discount	Mdse. Purchases	Cash	General	L. F.	Entry	L. F.	General	Cash	Mdse. Sales	Discount	Interest

Exhibit 7

try—cash, sales, and purchase are kept, the journal may still have special columns for the distribution of any desired items. Such a journal might be ruled like the one shown in Exhibit 8.

The cash book may be ruled to provide, on the debit side, columns for merchandise, notes receivable, accounts receivable, and general items. The credit side may similarly provide columns for expense, notes payable, accounts payable, and general items. Such a ruling is shown in Exhibit 9.

DR. CASH

Date	Accounts to be Credited	L.F.	Mdse	Notes Rec.	Acc'ts Pay.	Gen'l

CASH CR.

Date	Accounts to be Debited	L.F.	Mdse.	Notes Pay.	Acc'ts Pay.	Gen'l

Exhibit 9

DR. CASH RECEIPTS

Date	Name and Explanation	Net Cash	Disc't on Sales	Customers' Acc'ts	Gen'l Ledger

CASH PAYMENTS CR.

Date	Name and Explanation	Net Cash	Dis. on Purchases	Creditors' Acc'ts	Gen'l Ledger

Exhibit 10

Another form of cash book ruling which allows for the recording of cash received or disbursed, discounts on sales or purchases, credits to customers' accounts, or debits to creditors' accounts, and a general ledger column, is shown in Exhibit 10.

The purchase book may be ruled to show not only the total purchases, but the amounts of each kind of stock or class of purchases so that at the end of a period it is only necessary to add up these distribution columns to find the total amount of each kind of stock bought.

In like manner, the sales book may be ruled to give detailed information as to class of goods sold, departments making the sales, or the ledgers in which the customer's account will be found where separate customers' ledgers are maintained for A-L, M-Z, City, Country, or any other arbitrary division.

Recitation

1. Define bookkeeping and accounting, and distinguish between them.

2. Explain and illustrate the fundamental principle at the basis of double entry bookkeeping.

3. Define and illustrate the various kinds of assets and liabilities, using original illustrations.

4. Explain the difference between the use of a journal and a ledger. Illustrate the relation between the two books with ten transactions involving four accounts, one of which is Cash.

5. Explain each item of the Cash account that you have just opened (in question 4), stating how the double entry principle has been maintained in the case of each entry. What purposes are served by grouping similar items under an account heading?

6. Explain a method of recording cash transactions that is different from the method used in question 4. Why is this second method preferable to the method employed in question 4? Draw a form for such a cash record as you think would serve your purpose, and enter the same transactions involving cash as in question 4. Explain the posting process under this method, and the resulting accounts.

7. Journalize twenty-five transactions occurring in your business, applying at least once each rule as stated on pages 3 and 4 of this assignment. Post these entries to the proper ledger accounts. Use ordinary journal and ledger paper, which can be purchased at any stationer's, or rule up blank paper according to the forms shown in this assignment.

FREE PUBLICITY OVERDONE.—By A. W. Tracy, Editor and General Manager of the Cairo (Ill.) Herald.

It is absolutely impossible for any of the newspapers to publish even a small fraction of the press material that is unloaded every day on the newspapers of this country. If the Herald used it all any one day there would not be room in an eight-page paper to hold it all, and there would not be room for a single Cairo article or item of local news, to say nothing of the telegraph news and other things that people like to read.

A half bushel basket won't hold the amount of such stuff that the Herald discards every day in the week. Just think what a waste that is! It would seem as tho there might be found a way of lumping all this publicity work in connection with the war with the result of a tremendous saving of money and with a wonderful amount of saving of time in every newspaper office in the United States. Not one-tenth of this stuff is ever put on a copy hook in any newspaper office. It is simply impossible, that's all.

A trained newspaper man would know thoroughly well just how much of this publicity stuff to send out and how much not to try and crowd in on an overworked fraternity. The very amount of this stuff that floods every newspaper office now tends to discourage the use of any of it. It is too much trouble to wade thru it every day and sort out what is really meritorious.

As a matter of fact, newspapers are, in a way, being imposed upon daily by all the various publicity departments and it does seem an awful waste of money and postage. When the last Liberty Loan question was up for consideration an effort was made to get the Government to pay the newspaper for space used, but not a cent was available for the newspapers. Why? On the contrary, the Government spent $2,000,000 for billboard advertising thruout the country and not allowing the newspapers one penny.

The newspapers generally are patriotic and do more than their share toward assisting the Government and should not be expected to do unreasonable things. Newspaper men are financially poor because they are "darned fools." Pardon the expression, but it is true, nevertheless, for they let every Tom, Dick and Harry in the country work them to death for space, which is their chief stock in trade, and it is the one thing which they should sell and receive cash in return for what is used.

PATRIOTISM

By Lee J. Rountree, Georgetown, Texas

TREMENDOUS responsibilities confront the liberty-loving people of the world. A mighty conflict is before us and the titanic struggle calls for heroism never before surpassed in the world's history. Has not the time arrived when American patriotism, the real patriotism that will save the world from German despotism, should be aroused to the very limit? The red blood of Americanism has been dormant, waiting, hoping and trusting in Providence to save us, but the supreme hour of action has come and we must arise from our lethargy and save ourselves and the sleeping nations. Men have not awakened to the danger—the crisis is on and we must meet it with our last dollar and our last man.

German efficiency and German brutality has the world by the throat and is marching on. For forty years every man has been taught in Germany to be efficient in his place. There has been no surplus energy wasted in Germany, there has been no work of duplication while our systems in the United States have been lacking in the essentials. In ordinary times our democratic system has been able to meet the issues. But the new crisis has called for reformation. Nation, states and municipalities and the people must readjust our economic system. There are thousands of unnecessary offices; millions of immaterial workers, and thousands of men doing duplicate work. Our business and politics is burdened with extravagance. Thousands of men must give up immaterial labor and go to work to produce something substantial to save the allied nations. It is not a theory but a reality. Our drummers, solicitors, credit men and middlemen, those engaged in the delivery system, private and public, must give place to more active production by these men. It is not patriotism to do immaterial labor in this crisis.

More than 3,000,000 men in the United States should be shifted to other places than they now hold. We have been called on to conserve the resources of the nation and in the Food Conservation the people of the United States have responded nobly. But conservation is not enough. There must be more efficiency, production and labor performed. This reform must reach from top to bottom and the people of the United States must realize this fact. No man is too rich or too poor to do more work and produce more—the nation must have more efficiency to save the world for democracy. The gulf between capital and labor must not widen. The raising of prices, advance of wages and the cutting down of production will destroy the prosperity of every industry. Big profits should be made criminal offenses in these troubulous times. Capital and labor must not be brutal as they have been in the past.

There must be more efficiency, production and labor than ever before by every person. The supreme test has come. Indifference and extravagance must cease. Men must do their duty — and more. The middlemen and the manipulators must give up their extortion—they are enemies to a world-wide reform and the triumph of democracy. If men will not do right on their own volition they must be forced to do right.

This is no time for a nation-wide strike, tying up the industries of the world and putting millions of men, women and children on starvation. There should be more patriotism than to trump up strikes and lockouts. The man with money must give it and the man with labor must give it, if our country is saved. Acts of brutality and inhumanity must cease or the storm cloud will gather and in the malestrom that follows darkness will come to our great country. We should do our duty willingly and cheerfully.

It will take more wheat, meat and clothing to save the world and the man who does not produce more and conserve more will only add to the burdens and cripple the efficiency of the nation. In this crisis "will we choose life or death—which?" The issue confronts us and we must meet our duties and the business of the country must not be looted by either class. If so, then Germany will rule the world and the honor of men and the safety of women will be "sounding brass and tinkling cymbal."

* * *

Gulf Coast Press Association

The second annual meeting of the Gulf Coast Press Association was held in Beaumont, Texas, November 30th, at which the following officers were elected: A. R. Kriechbaum of the Beaumont Enterprise, president; L. M. Davis, Port Arthur Record, vice-president; C. F. Roberts, Kirbyville Banner, secretary-treasurer; T. J. Fortenberry, Kirbyville, attorney; Executive Committee, J. B. Powers, Silsbee Signal; G. E. Watford, Lufkin News; Gay L. Tufts, Anahuac Progress.

BUSINESS FACES THE ACTUALITY OF WAR

The Contribution of Industry to an Allied Victory and Preparation for Peace will be the Keynotes of the Sixth Annual Meeting of the Chamber of Commerce of the United States to be held in March.

During three days of the week of March 18, 1918, the Sixth Annual Meeting of the Chamber of Commerce of the United States will be held in Chicago.

Two years ago, or even a year ago, such an announcement would not have aroused much more than passing interest in those not members of the Chamber. The events of the past ten months, however, have enabled the organization to prove its mettle before the whole world.

The Fifth Annual Meeting was in session in Washington when Germany took the action which made war with the United States inevitable. Up to that time, the general public was likely to look upon these meetings merely as gatherings of business men for the discussion of problems of trade. The more splendid character of this movement, however, for the unification of the business men of the country was made manifest by the dramatic developments of the last days of January of this year.

At the beginning of the greatest crisis in our history, the business men of the country were united. There was one voice to speak for the business of the country. It spoke for patriotism before profits, for sacrifice on the part of everyone (business men included), for unflinching support of the Government, come what might, cost what it might.

That meeting gave shape and direction to the course of the business man in this war, and the fruits of its work have been apparent in a thousand ways. The public has become more familiar with the purpose and activities of the Chamber, and appreciates the fact that what it stands for is the unification of all our resources and energies and their effective use in the country's welfare.

The Fifth Annual Meeting saw war as a possibility. It counseled business as to what it should do for the common good in the event war did come. It had before it the lessons of our past conflicts. It had before it the lessons taught by the present war in Europe up to that time. What it had to say, however, was more or less prophetic. It could only try to forecast the future, speculate as to what that future was to bring forth, see, as well as possible, the situation which war would create, and lay plans to meet it.

The Sixth Annual Meeting will see war as an actuality. It will know by experience what conditions have resulted. It will know better what action on the part of business is required. While the program for the meeting has not yet been aranged, it is safe to say that war will be the great topic of discussion—how business men can and should contribute to the national defense, how they should prepare for the period of reconstruction which will come with peace.

Business Makes Recommendations

Acting on the principles which led to its organization, and under the immediate impulse of its dedication at the Fifth Annual Meeting to complete and unselfish coöperation with the Government in war work, the National Chamber has given its service a free hand to everything which could promote the general good.

NEW YEAR A PROSPEROUS ONE—By R. Calvert Hawes, of the Baker-Vawter Company, manufacturers of loose-leaf ledgers, Benton Harbor, Mich.:

"The advertising appropriation of our company is always based on its volume of business for the year just passed. The volume of sales, we believe, cares for itself automatically. This year has been a decidedly good one for us, and accordingly we have increased our advertising appropriation for 1918 by 20 per cent. The coming year, in my opinion, will be more prosperous than any this country has had. We want our share of this prosperity, and we know no better way to get it than to advertise for it.

"This is pre-eminently the time for big advertising, and the advertising manager who is a piker and advises his company to hold off would better quit the business, and the sooner the better, for his employers and himself. I look for the issuance of bread tickets this year, but that will come because of food conservation, not because of lack of money. There will be more money in circulation than ever before. I find a little pessimism in the East, but no where else. I have just made a trip of observation thru the West as far as Oklahoma and in the South. Everybody I have seen in those sections expects a banner year. It will be a repetition of what occurred in Canada after the first year of the war, when prosperity inundated the country. I shall make another observation trip soon, this time to the Pacific Coast, and I'll warrant everybody between my office and the ocean will tell me that 1918 holds a greater volume of business than the biggest year since the nation was established."

National Editorial Association
Business Administration Department
Conducted by the President of the N. E. A.

CAMOUFLAGE"—a fine of $2,500. In the words of Arthur W. Dunn: "Country publishers must not be lulled to sleep. The paper barons are tricky to the last degree. The fight for Government control of paper must be kept up."

* * *

If a satisfactory date can be arranged for, there will be some big men at the next meeting of the National Editorial Association, among them being United States Senator Harding and Brooks Fletcher, the great chautauqua lecturer, both publishers at Marion, Ohio. An invitation is also to be extended to John R. Rathom, editor of the Providence Journal, the man who really uncovered German intrigue in the United States.

* * *

Past-President Hosmer of Denver, Colorado, will go to Washington, immediately following the Christmas holidays, to fight your battles in the halls of legislation. Give him your backing by immediately writing your representatives favoring the adoption of the Smith resolution which places the production and distribution of print paper in the hands of the Federal Trade Commission. Do not let up in the fight because of the sop thrown out of print paper at a price of three cents, as that promise can easily be broken and fines of $2,500 do not faze millionaire paper manufacturers.

* * *

It should be rather humiliating to the Government to have businessmen buy space in the local papers and donate it to Uncle Sam to boost its bond issues, yet such action proved the value of advertising. Contrasted with the previous issue when no advertising was done the results of newspaper publicity are indeed astonishing. In Sumner, Mississippi, the allotment of $150,000 was almost doubled. A sixty-inch ad in Hartford City, Indiana, brought a sale of $27,000 and in the writer's own town, Mapleton, Minnesota, advertising increased the bond sale over the first issue, which was not advertised, some tenfold. Secretary McAdoo is asleep at the switch if he attempts another issue without advertising in the country papers.

The paperman's combination has been dissolved, but it has not settled any of the problems of the country publisher. The price fixed is but temporary and does not affect sheet paper. In rolls it is to be supplied in large quantities at three cents. On to Washington. Keep up the fight. Write your Congressman, urging that the Federal Trade Commission be given control of the manufacture and distribution of print paper.

* * *

The next liberty loan advertising should be paid for. A systematic campaign will be necessary and unless such a campaign is waged there will be some surprises in the result. It is not going to be an easy matter to re-enlist the services of the men who made a house-to-house canvass for the last issue. Neither can the publishers be asked to donate space indefinitely. The people must be educated to the necessity of this investment and it is none too early to commence the educational campaign.

* * *

The Seventh District Editorial Association of Minnesota, comprising the newspapermen of eleven counties in the western part of the state, is the latest to join the N. E. A. If other states will follow Minnesota's lead, the N. E. A.'s future is assured. Ten thousand members can be had by the time of the next gathering. Get out and push.

* * *

Hon. Walter Williams, Dean of the School of Journalism at Columbia, Mo.; H. L. Williamson, Secretary of the Illinois Press Association and Mr. Eugene Skinkel of Chicago have been appointed as delegates to the Congress of National Service to be held at the La Salle Hotel in Chicago on Feb. 21st to 23rd. This organization is officered by Elihu Root as President and Alton B. Parker as Vice-president. The committee on invitation is made up of such men as Thomas R. Marshall, Vice-president of the United States; Theodore Roosevelt and Wm. H. Taft, former Presidents; Arthur Capper, Governor of Kansas; Jacob M. Dickinson, fomer Secretary of War; His Eminence James Cardinal Gibbons; Samuel Gompers, and many other notable men.

TRADE-MARK MIX-UPS AND SUNDRY WAYS OUT

By L. W. Mida, President Mida's Trade Mark Bureau, Chicago *

Article Three

Definition by the U. S. Supreme Court

The Supreme Court of the United States said, in passing upon the subject of trade-marks, "The right to adopt and use a symbol or device to distinguish the goods or property made or sold by the person whose mark it is, to the exclusion of use by all other persons, has been long recognized by the common law and the Chancery Courts of England and of this country. It is a property right, for the violation of which, damages may be recovered in an action at law, and the continued violation of it will be enjoined by a court of equity, with compensation for past infringement. This exclusive right was not created by the act of Congress and does not now depend upon it for its enforcement."

In other words, these rights are all covered by the common law. But the statute of 1915 expresses certain restrictions governing the registration of trade-marks by the Patent Office. Quite logically it was necessary to formulate such regulations. It is always necessary to establish certain rules before we can proceed along any line. So Congress decided upon these definite rules concerning trade-marks, and embodied them in the statute. Just what these rules amount to, we shall explain in the following:

The Three Fundamental Conditions

The three bedrock conditions governing the registration of trade-marks in the United States Patent Office are as follows:

(1) The trade-mark must be used in commerce among the several states; (2) Or it may be used in commerce with foreign nations; (3) Or in commerce with the Indian tribes.

The owner of the trade-mark may be a resident of the United States or any territory under the United States' control, or the resident of a foreign country that has treaty arrangements with the United States.

Use Decides Validity

It is possible to protect idle property. It is not possible to protect an idle trade-mark. The federal statute states quite clearly and specifically that a trade-mark must be in actual use. There is no kind of ownership that will cover any period of idleness. It is possible to decide that you are going to use a trade-mark, and get it protected? You must use it first of all. And if you do not understand all of the conditions related to trade-marks, then you may go ahead and put your investment back of a trade-mark that could not be registered. You might not find this out for months. Your goods in the meantime have become known under this trade-mark. Then what are you going to do about it? If you wish to secure federal registration, you must change your trade-mark, and in that very act of changing it, you have forfeited a certain amount of investment value that has been represented by the goodwill of your trade-name!

Other Trade-Mark Requirements

In order to be registrable, a trade-mark must be an arbitrary symbol or word or words, or a combination of a device and word that will not be obviously descriptive of the commodity to which it is applied. This trade-mark must be dissimilar to any other trade-mark now in use in the same class of goods. It must not resemble the trade-mark of any competitor to such a degree that the public would be at all confused in the resemblance.

The trade-mark must be used in lawful trade, and it must be of such a character that it may be affixed, printed upon, woven, sewed, branded or otherwise impressed upon the product with which it is to be used, or upon the package or container of that product.

Trade-Mark Restrictions

There are many restrictions made by the law of 1905. For example, it is not legal to use the portrait of a living individual unless that picture is accompanied by the written consent of the individual whose picture has been used. No trade-mark will be registered protecting immoral matter of any kind. It is illegal to use the flag or coat-of-arms of the United States or any state of the Union or of any municipality or any insignia thereof. It is illegal to use the insignia of the American National Red Cross design.

In this connection, let us bear in mind the Red Cross Shoe. This Red Cross shoe was put out before the statute of 1905 was enacted, and the law of 1905 was not retroactive. It is also well known that the pharmaceutical preparations of Johnson & Johnson, the manufacturing chemists, also bear the Red Cross symbol. This is also based on their long use, antedating the act of 1905.

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*[It is with this old-established Bureau—the largest in America—that this publication has arranged to furnish Free Searches of Trade Marks for our advertisers and paid subscribers.—Editor.]

No trade-mark is registrable if it includes the flag or any design of any foreign nation, and it can not include a design or picture that has been adopted by any fraternal society as its emblem. Also, the trade-mark must in no way infringe upon the trade-mark of any other owner for a similar class of goods. No trade-mark can be registered if it consists merely of the name of an individual, firm, corporation or association. There is an exception to this, however. That name may be so written, printed upon or woven as to become distinctive. In other words, the letters are given peculiar forms, and in this way we often find many valid trade-marks that would otherwise be barred from registration.

It is not permissible to have a trade-mark descriptive of the merits of the goods. That is, the trade-mark must not, of itself, be an advertisement. No geographical names can be used. There are geographical names that have been registered, but they were employed before the law of 1905 was enacted.

Common Law Trade-Marks are Frequently Geographical

It is also forbidden to misrepresent the quality, composition, character, or origin of the commodity for which a trade-mark is used.

Where trade-marks had been in continuous use for a period of ten years or more prior to the passage of the law of 1905, they were permitted to continue, even tho they would not be registrable under the new law!

The Moral Value of a Trade-Mark

We have referred chiefly to the monetary value of trade-marks. Any business man who takes the time to go into the subject, will agree with us that there is a decided monetary value to trade-marks. But there is also another value. This we may call the moral value.

When a trade-mark has been registered, there is impressed or affixed to the trade-mark the words, "Registered U. S. Patent Office," or "Reg. U. S. Pat. Off." This very act of registration advertises the fact to all trade pirates. Those who are inspired to copy the trade-mark or to infringe in any way, see that it is registered in the U. S. Patent Office, and they are less elated over their adventure. Even tho they realize that the federal registration does not confer on the owner of that trade-mark any rights that were not his under the common law, these would-be pirates realize that this registration would be regarded as excellent evidence in any court of equity. Therefore, rather than encounter the certainty of litigation, they will retreat. They are influenced by the moral aspect of the registered trade-mark.

(To be Continued)

DEMANDS REPEAL OF PRESS GAG —LAW.—By A. E. Hasbrook, Editor Dubois (Pa.) Daily Express.

Altho for some not readily understandable reason the matter has not been given the publicity due its importance, the American people are slowly awakening to the astonishing fact that the postmaster-general of this nation has been given by Congress in its closing hours the power to become the dictator, thru the fear of punishment, of the policies of their newspapers, thereby destroying at one blow a principle and a basic canon of that democracy which mankind has struggled to attain from the darkest ages. By the law in question the postmaster-general is given the option to declare any American newspaper unmailable and at the same time to prevent its distribution by any other agency.

The realization of the terrible import of such autocratic power must surely and quickly evidence itself in the repeal of this legislation.

The thing is monstrous, is stunning in its arbitrary autocracy, and could not be exceeded in its tyrannous possibilities in any imperialism of the world.

Indeed, the American people would do well to take stock of such national driftings, and to make it known to their representatives that the delegating of such powers for evil is not in accord with the spirit of their democracy.

Many men do not realize in the discussion of such matters that probability is not the question; possibility is the criterion of all the legislation affecting free men.

As righteous and honorable a cause as is ours now against the German autocracy has nothing to fear, but the whole cause of human freedom for generations can be endangered by a childish panic which resulted in any abridgment of those inalienable rights of a free people, won by them and treasured by them as the priceless heirlooms of the men who thru the past centuries bled and died, went to the scaffold and the dungeon, the guillotine and the fire-stake that these liberties might come into being.

They are not to be lightly dealt with, and neither are they lightly to be cast aside even under the greatest seeming necessity, for they belong to the human race, to the generations yet to come, they belong to our children. Our duty is sacred.

No right-thinking American gives his sanction to seditious speech or press, but the punishment for such must be duly constitutional, must come thru the action of a jury, not thru the mandates of an individual governmental officer.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

A WELL-PRINTED newspaper and a well-dressed man have so often been similized, that I can hardly hope to be pardoned here for the use of so hackneyed a comparison; but I cannot think of anything else which so aptly expresses the point.

Notwithstanding the frequent reiteration, and consequent common knowledge of the aphorism, how many newspaper men are yet indifferent to, or ignorant of, the advantage which attaches to the application of the principles which insure a newspaper with pages unified by good, artistic, harmonious typography; and how many country newspapers (particularly, but not exclusively) are still being issued without infinite pains being taken by their makers toward the achievement of perfection in this direction!

The matter of a newspaper's "dress," as intimated, is of no less importance than the dress and personal appearance of a man of the modern world who desires to make a good impression and win public favor.

The typefounders' catalogs are full of excellent type families, but, in making the choice of dress, the newspaper man must look not alone to beauty, but must also carefully weigh the type's possibilities for durability, selecting a letter which has a minimum of hairlines and no kerning. (There is little danger of the latter defect now, however, as, I understand, standard founders have ceased to make kerned characters.) The kind of type face to select is one which shows signs of ability to stand up under long, hard use.

Of course, the head-letter should be of a face agreeing in style and design with that of the letter chosen for the paper's dress, which is easily possible when both are of one type family. For regulation head purposes in the ordinary home weekly an eight- or ten-point face is the proper size. A series of the condensed "branch" of the "family" for the more important headings, such as double-deckers, etc., secures unity of effect. The advertising columns, too, should be composed exclusively of members of the one type family, the same, in fact, as that to which belong the dress and headings, in which case the advertiser maintains his individuality, and the compositor avoids monotony, thru differences of form and design of the various displayed spaces and thru use of the different members of the chosen type family.

A newspaper so fashioned presents an aspect ideally uniform and harmonious. In point of typography it will possess the maximum degree of simplicity and beauty, those qualities of first consideration among present-day typographers, and, other things being equal, such a paper cannot fail to win the hearty support and approval of the public.

Thruout the foregoing paragraphs I have referred only to the case of purchasing movable foundry type; but the same rule can be followed even where the office is to be equipped with a typesetting machine, of which all the standard makes now offer the printer about the same choice of harmonious body and head-letters as that offered by the founders.

Kingman, Kansas, November 5, 1917.

Mr. O. Byron Copper, De Soto, Wis.

Dear Mr. Copper:—A few months ago we sent you one of our papers and asked you to criticise and condemn it. You did so and told us in a much-appreciated way the defects in general make-up that you found. One of the chief faults you found was that we did not "pyramid" the ads.

Enclosed you will find the latest copy of our paper and we hope you will note that the ads have been pyramided. Other changes you suggested have also been made.

We would appreciate it very much if you could find time to tell us what's wrong with the paper now.

Thanking you for past favors, and in advance for this future one, if you find time to grant it, we remain,

Very truly yours,

THE LEADER-COURIER.

This is the sort of contributor to this department of the National Printer-Journalist who derives benefit from criticism received, because he at once proceeds to apply the suggestions offered him. The vast improvement which has been accomplished in The Leader-Courier since I had the privilege to review it in the last August installment, can only be realized by comparing the reproduced first page (Exhibit 1) shown herewith, with that shown in connection with the former criticism. It would be difficult, indeed, to advise anything that might now improve this front page. It is now as a newspaper's initial page should be, enticing, harmonious and well balanced. And happily all the improvement hasn't been confined to the Leader-Courier's face; other pages, too, have re-

EXHIBIT No. 2

ceived a most commendable innovation in the method of makeup, having in the main an adoption of the ideal method advocated by this department. Exihibit 2 is an example of the perfection achieved in the making up of one of these pages. The advertisement compositor, too, deserves special mention for his evident effort toward perfection. I must also again praise the contents of this fine sheet, than which one will seldom find a better array. Remember, the Leader-Courier is a ten-page paper, and, in spite of the liberal advertising patronage which it enjoys, the more important matter of giving the news is not allowed to suffer. I note with interest the editorial comment in this copy of the Leader-Courier, concerning the Zenda Citizen's late price increase to $2 per annum. While I have looked in vain for the price quotation of this sheet, I am nevertheless convinced that, if its publisher is receiving less than $2 annually from each subscriber, he is not getting all the paper is worth. A ten-page, six-column newspaper, so excellent in all respects as this one, is well worth $2 per year. As its editor says, conditions are rapidly forcing many publishers to the adoption of the two-dollar-per-year rate.

✧ ✧

A bright, newsy front page and some remarkably delightful advertisements are striking features of The Gordon (Neb.) Journal, the first page of which I am showing as Exhibit 3. The Journal purports to be the "successor of the Sheridan County Democrat," and its editor and publisher is A. E. Clark. I am pleased to note, further, that Mr. Clark is a publisher with the courage to ask a subscription price commensurate with present-day costs of production and more proportionate with present-day prices of other luxuries and necessities of

[*NOTE: Exhibits 1, 3 and 7 will be found on page 35.*]

life, namely, $2 per year. The Journal is only a six-column quarto, but it is printed wholly at home, and, although crowded to the limit with advertisements, it pretty ably serves its readers in the matter of news-giving. Two of the Journal's handsome advertisements are to be seen in Exhibits 4 and 5, and they are by far the best two specimens in the paper. Another specimen which pleases me is this Standard Monument Company ad (Exhibit 6) which is not so good in technique, maybe, but none the less striking and attractive for a' that. It might have been better, had the words, "Memorial Art," appeared in the same size type as "High-Class" is set in. This would have allowed more white for the separation of the body of the specimen from both the display and the signature, thus lending to that portion more strength. I'm sorry that the print on this sheet isn't higher class—

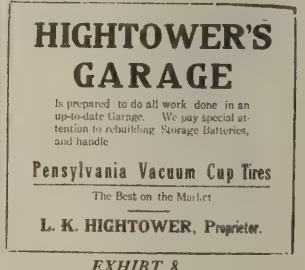
EXHIBIT 4

A Satisfied Patron is Our BEST Advertisement
WE HAVE scores of patrons who are well pleased with our repair work. Our mechanics are the best and are prepared to give the best of service promptly. Have your car put in good shape before cold weather.
GORDON GARAGE :: SERVICE
J. H. CONE, Proprietor

EXHIBIT 5

High-Class Memorial Art
THE FINAL TRIBUTE TO THE DEPARTED LOVED ONE, BE IT MOTHER, FATHER, SISTER OR BROTHER, IS EVERLASTING AS THE HILLS IF MADE BY THE OLD RELIABLE—
Stannard Monument Company
H. H. STANNARD, Proprietor GORDON, NEB.

EXHIBIT 6


HIGHTOWER'S GARAGE
Is prepared to do all work done in an up-to-date Garage. We pay special attention to rebuilding Storage Batteries, and handle
Pensylvania Vacuum Cup Tires
The Best on the Market
L. K. HIGHTOWER, Proprietor.

EXHIBT 8

the rollers must have been poor, or possibly the ink is of inferior quality. The mechanical make-up, too, is highly erroneous. The Journal makeup-man should study the makeup exemplified in the reproduction shown in connection with the paragraph immediately preceding this review.

✧ ✧

In Exhibit 7 the reader is given an opportunity to view the front page os the Steelton American, of Steelton, Pa., that paper whose patriotic editorial policies were so heartily and justly commended by Editor Herbert in the National Printer-Journalist for last October, which compliment is reproduced in full within the bordered space conspicuous in the center of the exhibit. The makeup man on the American must be commended

for his nicely-balanced work, but this is about as far as I can go with praise for this sheet. I can easily believe, as stated at the American's masthead, that it is "the only newspaper published in a town of 20,000." Had it a live competitor, its pages would doubtless be all-home-printed and replete with good, sprightly local news matter, instead of so much plate. Its makers ought, in an uncontested field of 20,000 population, create a far better paper than this is. There is no excuse (except that of laziness or indifference) for the fact that every column of the four home-printed pages, at least, are not filled with local news matter, and, as intimated, the only reason why the publisher is able to get by with it is because the people of Steelton evidently have no other choice: It's simply take the American, or go without a home paper. Out west in a town of half this size, one ordinarily finds a couple of dailies and two or three weeklies—and they're all of the wide-awake, snappy sort, too, brimful of local news, and every one of 'em worth the high rate of subscription usually charged. They simply have to be, for out there with newspapers it's simply a case of the "survival of the fittest." I make this rather caustic criticism, not because I enjoy being disagreeable to my contributors, but because I hope thereby to arouse the American force to put forth greater efforts to produce a newspaper more worthy of their home town.

✧ ✧

Exhibits 8 and 9 are both specimens from the columns of the Ferris (Texas) Wheel, the first an advertisement and the last a double-column, double-deck head. These

DID FERRIS BOYS SUFFER FOR BENEFIT TO OTHERS?

It is Claimed that the Soldiers at Dallas Were Used as an Experiment in the Recent Vaccinations.

EXHIBIT 9

two specimens illustrate the harmony idea dwelt upon with some emphasis in the introductory paragraphs of this installment. It will be noted that the display type used in the advertisement and the type employed in the heading are all of one family. The result is a consistency of appearance which cannot fail of appreciation by those of fastidious taste.

✧ ✧

The examination of another copy of my old-time friend's paper, The Post ("a good thing to tie to") of Princeton, Mo., by W. C. Price, has afforded me immense pleasure. Not many home weeklies with which I come in contact are so excellent in so many respects. In point of contents, typography and presswork, the Post is beyond adverse words, but I do wish the ideal method of makeup might be adopted. Then this Princeton paper would be a veritable model. The Post is one of the papers which (now of the $1.50 class) ought to be raised in subscription price to $2.00, for it is surely worth the money.

✧ ✧

A clever method of "framing" his double-column "squibs" is practiced by Brother H. A. Owen, publisher of The Oxford Mirror of Oxford Junction, Iowa, as illustrated in Exhibit 10, which is the upper portion of the Mirror's front page. The reader will note that, instead of setting the "block" of such measure that the border will fill the alloted space, it is somewhat reduced, so that, when it is inserted there remains a margin of

[*NOTE: Exhibit 10 will be found on page 35.*]

Farm Auction Sale!
WEDNESDAY, NOVEMBER 14, 1917
3 Head of Horses
25 Head of Shoats
77 Head of Cattle
10 Acres of Corn in Field; Half Stack of Straw
JOHN KORONDA, Prop
R. F. TROY, Auctioneer. L. F. ZELLER, Clerk.
JOHN F. BOLING
Auctioneer
PRODUCING RESULTS!
Our Groceries
Our Shoes and Overshoes
Our Dry Goods
Just Arrived
"Where Quality Counts We'll Win"
O. L. Shedek, Oxford Jct.
Opportunities Awaiting You
Real Estate Listed For Sale
List your farm with us now
List your city property now
Oxford Junction Real Estate Agency
A Fit for Everybody
A. STRATILEK & SON
The Permanent Hog House
JNO. E. GABLE & COMPANY
Oxford Junction, Iowa

EXHIBIT 11

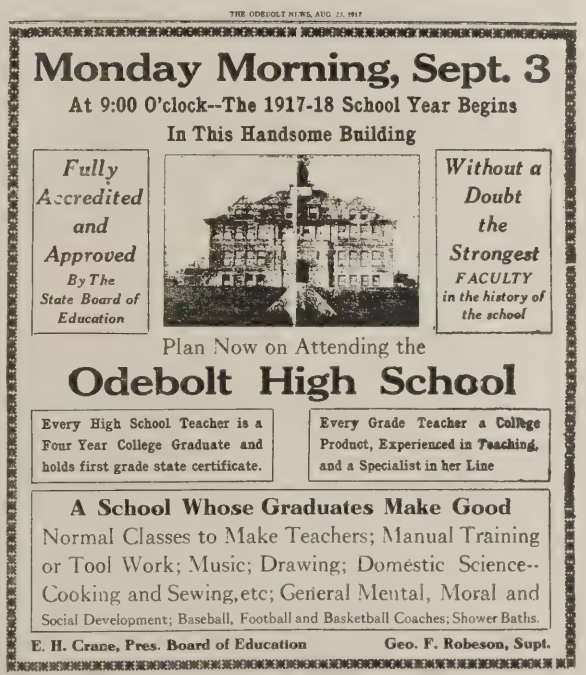

Monday Morning, Sept. 3
At 9:00 O'clock--The 1917-18 School Year Begins
In This Handsome Building
Fully Accredited and Approved By The State Board of Education
Without a Doubt the Strongest FACULTY in the history of the school
Plan Now on Attending the
Odebolt High School
Every High School Teacher is a Four Year College Graduate and holds first grade state certificate.
Every Grade Teacher a College Product, Experienced in Teaching, and a Specialist in her Line
A School Whose Graduates Make Good
Normal Classes to Make Teachers; Manual Training or Tool Work; Music; Drawing; Domestic Science--Cooking and Sewing, etc; General Mental, Moral and Social Development; Baseball, Football and Basketball Coaches; Shower Baths.
E. H. Crane, Pres. Board of Education
Geo. F. Robeson, Supt.

EXHIBIT 12

white between its border and the adjoining column rules, which margin, or frame, is completed by adding an equal space above and below the "block," altho, unfortunately in the example shown herewith, a slight discrepancy in the width of the top and bottom margins exists, doubtless the result of a miscalculation. Nevertheless, the effect is highly pleasing and worth imitation by others,

in which case I am sure Brother Owen would not complain of plagiarism. An example of correct imposition of a newspaper page well supplied with displayed advertisements, is this fourth page of the Mirror, shown as Exhibit 11.

✧ ✧

In one of the late issues, the editor of the Lawrenceburg (Ind.) Press sets an excellent example for fellow editors, by voicing a nice little compliment for a contemporary, The Brownstown Banner. This is a fine habit for newspaper men to cultivate. I have known a few editors who, instead of entertaining an attitude of courtesy and good will toward their contemporaries, seemed to harbor a feeling of constant envy or contempt for all neighbors of their own calling. An editor should be ever alert to the good work of his exchanges and never stingy with praise when praise is due.

✧ ✧

While there are various things about it which I should like to have changed, The Odebolt (Iowa) News is nevertheless an all-around alive, patriotic, newsy newspaper, and again I most heartily congratulate its energetic editor, David Phillips, upon his bright, hopeful, inspiring department of editorial paragraphs. Strict Americanism is the golden thread which runs thru all of this exemplary Iowa editor's writings, and by this service alone he puts Uncle Sam in debt in him. The News comes out of an office that is unusually well equipped, with the result that many features are high grade. A good ad, the original of which was full-page width, is shown as Exhibit 12. The News compositor's common mistake, however, is the spreading of the lines in his masses, and even also those of his display, too much.

✧ ✧

The Hinsdale (Ills.) Doings, that exquisite little paper of D. H. Miller's, is just as delightful as ever in its characteristic virtues of excellent contents, fine typography and high grade print. Like practically every paper reviewed this month, the Doings sparkles with patriotism, reminding me of the valuable service the newspaper men are privileged to render their country in this time of emergency. And how loyally the great majority have risen to the task of inculcating the spirit of national fealty in the hearts of the people by promulgation of the proper thoughts. On top of all this, I dare say, the calling (so aptly covered by the term, "printer-journalist") will be as well represented on the field of battle as any other profession. It was so in past crises; it is so now; and it is a matter of deep gratification to contemplate the fact. I have selected three advertisements from the Doings (Exhibits 13, 14 and 15) which are notable because of their dignified simplicity and abundance of white. The following three specimens (Exhibits 16, 17, and 18) represent part of a series run by a man (whose name, in spite of its Teutonic orthography, might remind one of a certain poem by Edgar Allen Poe) who puts thought into his tiny space, which I dare say makes advertising profitable to him. Advertising without an idea in it is only a fractional part as efficacious as that in which the advertiser has mixed his brains.

SAVE

Use less Butter and Milk

The farmers are not receiving a proper return for their milk and owing to the high price of feed will be compelled to raise the price of their milk or dispose of their herds. You can help them by using less of their product.

Farmers it is necessary for you to have your cattle tested and dispose of those which are not paying. You must clear your herds of all slackers, buying tested cattle to take their place.

WE CAN HELP YOU

Hinsdale Trust and Savings Bank

EXHIBIT 13

Charles E. Graves & Company
Jewelers and Silversmiths
Madison and Wabash
Chicago

Owing to the Jewelers strike which started in August, it will be necessary to have more time in filling orders. If you contemplate having work done, we ought to have it now in order to insure delivery for the holidays

Charles E. Graves & Company

EXHIBIT 14

A Sanitary Soda Fountain Service

Something different —have you tried it? Installed under the new management. Brick Ice Cream for Sunday Dinners and special occasions.

Hinsdale Corner Pharmacy

EXHIBIT 15

B That's the way it begins

E That's the second letter in

L That is the third

Z 'Tis the season to the word

Dyer and Cleaner
THAT'S ALL
Phone 294

EXHIBIT 16

Your Fall Garments, Lace Curtains, Portieres, and Draperies need attention. Do it now and avoid the RUSH.

B. R. BELZ
The Dyer and Cleaner
Telephone 294

EXHIBIT 17

Having again just completed an absorbed inspection of H. E. Hogue's charming Eaton (Colo.) Herald, I feel as I imagine the immortal Voltaire did when, in commenting on the great English poet, he said: "We might exhaust ourselves in criticising Milton, but not in praising him." There is so much to praise in the Herald, that one might never finish. An exquisite front page is shown in Exhibit 19, which suggests the brightness of the Herald's average edition. It is a pleasure to note, also, that this fine sheet now has the ideal method of makeup in practice and is now charging subscribers $2 the year—not a cent too much. As proof that the advertisement composition remains first-class, I reproduce a couple of specimens (Exhibits 20 and 21.) Brother Hogue's editorial page also continues to measure up to its past eminent standards of literary excellence, and in glancing thru these paragraphs I chanced upon this bit of sane stuff, voicing a wise conclusion of a matter with which anyone who has had experience in country newspaper making has often met:

THE OLD HOME PAPER

The Leader-Courier

ESTABLISHED 1878

TEN PAGES | FRIDAY, NOVEMBER 2, 1917 | KINGMAN, KINGMAN COUNTY, KANSAS | FRIDAY, NOVEMBER 2, 1917 | VOLUME 40. NUMBER 21

COUNTY COAL DEALERS HAVE NO HARD COAL

Haskins' Committee Finds the Coal Yards Lacking Anthracite

2,000 TONS OF SOFT COAL

TO SUBSCRIBERS

The Leader-Courier's request to subscribers who are in arrears to send in the amount—or as much of it as they can—has been liberally responded to. However, there is still considerable outstanding. True, it is in small amounts in most cases, but it totals up to a sum that would be very useful. The writer having lost practically all of this year on account of sickness and having had to go to the expense of an operation and two months in a hospital, needs this subscription money and and early payment will be very much appreciated.

ED A. PALMER, Manager.

KINGMAN LAWYERS THINK

Ask County To Give $2500 More To Army Y. M. Fund

At a metting of the local organization of the National War Council of the Y. M. C. A. yesterday, W. C. Coleman, President of the 8th District of Kansas, and R. W. Cooper of New York, a member of the National Council, told the local people that 35 million dollars more is needed by the Council to carry on the work in the army. The district comprising Kingman county has been asked to raise $2500 of this amount. Of course he was not at liberty to give the exact figures, but he said their great numbers made necessary the immediate raising of additional funds for the Y. M. C. A.

Sedgwick county has assumed the raising of the required amount of the district. Her part will be $70,000

A reorganization of the old local committee was effected yesterday by

FINALLY GETS INTO ARMY AFTER TRYING NINE TIMES

Will Spegilmire, son of Mr. and Mrs. James Spegilmire, is at home for a day or two to visit the home folks before leaving for France, as a United States soldier. He enlisted this week at Coffeyville as a mechanical expert as what is known as the "Gas and Flame" division and has orders to report at Washington this week. He expects to be in France by Thanksgiving at farthest. Will has made repeated efforts to enlist but had never been able to meet the physical requirements before, and now feels much elated that he has finally succeeded. This was his ninth attempt.

PLAN SALE OF STOCK OF COUNTY CALF CLUB

Chairman Welch Announces the First Sale of Calves Belonging to Club

COUNTY'S LARGEST SALE

EXHIBIT No. 7

The Gordon Journal

SUCCESSOR TO THE SHERIDAN COUNTY DEMOCRAT

AN INDEPENDENT NEWSPAPER—PUBLISHED THURSDAYS—$2.00 PER YEAR IN ADVANCE

VOLUME XXVI No. 50 | GORDON, SHERIDAN COUNTY, NEBRASKA, THURSDAY, NOVEMBER 15, 1917 | A. E. CLARK, Editor and Publisher | ESTABLISHED 1891

Northwestern Engine Blows Up---Fireman and Engineer Badly Injured and Scalded

RED CROSS DAY A BIG SUCCESS IN EVERY WAY

MORE THAN $500 RAISED FOR AID TO THE RED CROSS

One bushel of parsnips donated by G. W. Beamer, bought by Gus Lowe for ..... .75

One set of gold mounted spurs, donated by Gordon Implement Co., bought by Ed. Hills for 1.00

One Plymouth Rock rooster, donated by Mrs. George Stannard, bought by Burt Hull for 2.00

From Gordon ...

LIEUT. GRISWOLD WRITES

A. E. Clark, Publisher
The Gordon Journal,
Gordon, Nebr.

Dear Clark:

Please change my address on your mailing list to Lieut. D. P. Griswold, 137th Field Artillery, Camp Cody, New Mexico.

This means that I have been transferred to this organization which is the old Fourth Nebraska, in which I served last year. It is almost like getting home for me as so many of the Gordon boys are in it.

They are all getting along fine as they are under excellent officers. Havery was commissioned a second lieutenant yesterday for which I was very glad.

The regiment now has six officers from Gordon ...

COUNTY POTATO SHOW

The County Potato Show, while not a remarkable event, was a decided success. Some fifty exhibits were on display and some fine specimens were among them. All the potatoes were picked from bins or wagons, so that they were not especially selected for display but represent the kind of potatoes that are going over the scales in Sheridan county every day. The success of the show is the fact that it has aroused interest, and shows the necessity for giving the potato industry an advertisement of this kind. The County Fair comes too early to properly show the potato crop, and this is certainly the most important product of the county, hence the need of a Potato Show to advertise

YOUNG MAN TAKES OWN LIFE IN ABSENCE OF HOME FOLKS

BAD WRECK ON NORTH-WESTERN NEAR GORDON; TWO SERIOUSLY INJURED

One of the worst wrecks that has ever been seen on this end of the Northwestern railroad occurred on Monday about five miles east of this place, when the engine attached to a train composed of empty oil cars and one merchandise car, blew up, very seriously injuring Fireman Williams and Engineer Redfern, both

FOUND IN FIELD ABOUT 40 RODS FROM THE HOUSE

On Monday morning of this week the intelligence that Rollin Scott

EXHIBIT No. 3

Steelton American.

The Only Newspaper Published In A Town Of 20,000 People

VOL. 3. | 8 PAGES | Steelton, Pa., Friday, November 3, 1917 | 3 CENTS | NO. 34.

Final Arrangements Made For The Organization Of A "Home Guard"

HOME GUARD TO BE ORGANIZED

Committees Have Been Appointed

MISS RICHWINE ENTERTAINS FRIENDS

Miss Mary E. Richwine, clerk at the Adams Express office gave a delightful Hallowe'en party to a number of her Steelton friends at her home in Penbrook ...

REMEMBER THE TIME

WHAT FOOD SAVING INVOLVES

Sign the pledge and enroll as a member of the United States Food Administration, and you will be asked to do [illegible] things

Eat plenty, but wisely, and without

STEELTON--TECH GAME 28 TO 7

Tech Runs Away With Steelton

EXHIBIT No. 7

THE OXFORD MIRROR

A Paper that Believes in "Community Interests" and is Willing to Work For Them

THIRTY-EIGHTH YEAR | OXFORD JUNCTION, JONES COUNTY, IOWA, THURSDAY, SEPT. 13, 1917 | NUMBER 43

Death Claims Little Daughter Wednesday

The Death Angel crept into the home of Mr. and Mrs. John McGregor, of this city early yesterday morning, and

E. A. Grimwood, O. A. Gable, E. E. Phillips and the writer drove to Anamosa Tuesday evening of this week in response to an invitation from the business men of that city to take sup-

Everyone Take Notice

Jack Brooks, manager of the Brooks Stock Co., who is well known here, having visited our city a number of times, has suffered a big loss by fire. The Darlington, Wis., Opera House, at

Local Red Cross Notes of the Past Week

Good-bye school machines. You served us well and we thank you. Welcome other machines; four of them, donated

EXHIBIT No. 10

Always a Truthful Paper

THE EATON HERALD

Read the Advertisements

VOLUME 24. | EATON, COLORADO, SEPTEMBER 28, 1917 | NUMBER 17

NORTHERN COLORADO BIDS SOLDIER BOYS GODSPEED

Seventy of northern Weld's best boys left Eaton Friday for Camp Funston. More than five thousand of their friends from all over the county were here to bid them farewell.

The event was made a holiday for practically every town in the north half of the county. All the stores at Eaton and Windsor closed for the afternoon, and the people from Ault, Pierce, Nunn and other towns came here in large bodies to join in the rousing sendoff.

The exercises of the day were in charge of the Eaton volunteer fire department. Chief C. M. Keeton and the 15 members of his department had about the greater part of the

the Eaton schools, were as follows:

Third grade—Misses Newton and Anderson:
"America."
"Parade."

Fourth grade—Miss Newton:
"Pilgrim Maidens."
"There's a Big Fat Turkey."

First grade—Miss Beck:
"Good Morning to You."
"Here's a Ball for Baby."
"Six Little Kitten."

First and second grades—Miss Smith:
"Little Boo-Peep."
Clapping Song.

Sixth grade—Miss McAllister:
"The Sandman."
"Columbia."
"You're a Grand Old Flag."

High school and eighth grade:
"Long Live America."

WELD FARMERS MAY FEED WHEAT TO THEIR LIVESTOCK

Wheat will doubtless be fed to livestock in considerable quantitites in all parts of Weld county this winter unless the federal government takes some positive action to prevent the practice. A prominent Greeley feeder stated Sunday that he believed that feeding of wheat to cattle and hogs this winter is the most profitable disposition that can be made of the grain in view of the present abnormal ratio between the prices of wheat, corn and meat.

In years past farmers have frequently fed odd lots of wheat to work horses and to feeder cattle. The wholesale feeding of wheat is being seriously discussed for the first time this year. Farmers state that they believe that the feeding of wheat is as justifiable this year as the common practice of feeding cabbage and other farm produce when the prices of those products is correspondingly low.

Many of the farmers have sold a bushel of wheat as yet and the proportion in farm granaries in practically all the districts of the county is exceptionally large.—Greeley Tribune

J. H. McCall and family autoed to Cheyenne Sunday.

Missionary Society | At Dinner

UNCLE SAM HARD AT PREPARATION WORK

By Louis B. Reed

On our return trip from Wisconsin to Colorado, the Reed trio pointed their Ford at Rockford, Ill., and landed one recent August afternoon in the midst of camp U. S. Grant. Seven miles west of this city is located one of Uncle Sam's largest cantonments.

If anyone thinks that the United States is asleep at the switch in the matter of preparedness, or that President Wilson is not speeding up the machinery of this government in the present war crisis, or that he is not big enough to handle the present situation, that person better visit one of these cantonments and learn what is going on.

and teams were hauling the lumber to the buildings going up as if by magic. I counted 42 carpenters on one building alone who were shingling the roof. Electric light men were placing poles and stringing wires throughout the camp. Hundreds of men were digging trenches for pipes which are to form a part of a comprehensive sewer system. Swarms of steamfitters were busy installing pipes and radiators which are to heat all the buildings from a central heating plant. Plumbers by the score were putting bath tubs and toilets in the buildings to be used by the soldiers for sleeping quarters. Tinners and blacksmiths in great numbers were working on [illegible]

EXHIBIT No. 19

A Bum Practice

The Herald is getting just a little peeved. Every once in a while someone has an auto accident or something and when the reporter asks about it, with the desire to get the matter straight, the answer is, "We'd rather not have anything said about it." Heretofore we have respected their desire, but everybody in the country knows all about it, frequently an account appears in some other paper and we get called down for not publishing the news. The Herald never has printed anything relating to misdeeds where the family or relatives would be humiliated and has no intention of so doing. But where accidents or something of that sort happen we shall endeaver to ascertain the facts from the parties interested and if they refuse to give us the details, we shall try to get them as straight as possible, but we're going to try to publish the news. Anyway, what is the sense in trying to keep out of the paper what everyone knows and is talking about?

The HIGH Cost of Living
Prohibits the buying of any unnecessary new clothing, etc.
Try our careful cleaning process and make this big saving.
Belz, The Cleaner and Dyer
Telephone 294

WE MOVE
Our office next Monday to the room now occupied by Logue's Barber Shop in the Eaton Hotel building on Second street. Shall be glad to see all of our old friends and customers there. We know if you have any property for sale you will list it with us, or if you want to buy you will see us, and we thank you. Let us write your Fire Insurance
HENSLEY & TEMPLE
"The Land Men"
Eaton, Colorado

EXHIBITS 18, 21 and 22

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HOLIDAY NUMBERS OF NEWSPAPERS CARRY CHRISTMAS CHEER AROUND THE WORLD

ONE of the most delightful newspaper holiday-numbers that reaches the office of the National Printer-Journalist each year is the Weekly Press of Christchurch, New Zealand. It may be remarked in passing that the publisher, P. Selig, has for many years demonstrated his good judgment by arranging for the continual receipt of the National Printer-Journalist.

In a recent letter Mr. Selig says: "During the long term of our subscription to the "National Printer-Journalist' we have been afforded much enlightenment by a perusal of its well-edited columns,and we are glad to learn that the publication is to be continued and its sphere of usefulness still further enlarged."

In order to make it possible for subscribers of the Weekly Press in different parts of the globe to receive the big, beautiful Christmas number of the paper in the month of December, it is published in October.

One might naturally suppose that the publisher would experience some difficulty in securing Christmas advertising in the early Fall, but evidently the appreciation of the value of this particular medium is so high that the objections dwindle into insignificance. The advertising patronage is not confined to the limits of Christchurch, nor to New Zealand, but include firms with a world-wide reputation: "Mellin's Food," "Johnson's Prepared Wax," "Dupont Fabrikoid," "Gillette Safety Razor," "Dunlop Tyres," "Swan Pen," and "Overland Motor Cars," are familiar names to American readers and the natives of the far-away continent are becoming acquainted with the merits of these products thru the columns of their wonderfully interesting newspaper.

To say that the Christmas number of the Weekly Press is a gem of the typographic art is weakly descriptive of its beauty. That the first cover page, in gold-bronze, red, black and a light slate tint, is entrancing in its artistry is positively true, but nothing but an actual reproduction could possibly convey to the reader the full import of the phrase.

The text is beautifully illustrated with portraits and scenes that thrill in their appeal. Pictures of flocks of Angoras grazing upon wondrously scenic hillsides, views of snow-capped mountains, valleys and rivers of surpassing loveliness, are bordered by designs which give them a setting hardly describable.

The engravings in this one edition must have cost hundreds of dollars to produce and yet their value is incalculable, for they give to the fortunate possessor of the printed pages a most

complete panoramic view of the charming land whose witchery casts a spell of admiration over the beholder which is bound to linger in memory.

The perusal of the Christmas number of the Christchurch Press is a treat,—an experience whose delight could only be surpassed by an actual visit to the scenes and places so wonderfully reflected in the perfectly printed pages.

* * *

The Laurel Advocate of Laurel, Nebraska, issued a big Christmas number December 19th, which must have had a most welcome reception. A colored cover, "Santa Claus to all the World," by the Western Newspaper Union, carries sixteen pages of thoroly good matter, between its folds.

All of the leading banks and business houses of the community are represented in a generous, hearty Western fashion. Stories, feature articles and a large amount of news make the issue one of greatest value to reader and advertiser alike. Mr. C. E. Nevin, editor and Mrs. Nevin, associate, are to be congratulated upon the success that has attended their efforts.

* * * *

The Maury Democrat of Columbia, Tenn., wished its subscribers and advertisers twenty-four pages of Merry Christmas on December 20th.

Page after page contains a wealth of advertising and news of the liveliest interest. That the merchants are enterprising and progressive is conclusively demonstrated.

If a newspaper is a reflection of a community, certainly one is justified in declaring that Columbia, Tenn., is one of the most desirable cities in this broad land in which to cast one's lot.

* * *

The 1917 Holiday Number of the Gordon, Nebraska, Journal is a credit to the enterprising little city as well as to its publisher, A. E. Clark.

The edition dated December 13th contains a vast amount of advertising and a large quantity of good reading matter, much of which is concerning representatives of the community in the various branches of government service. Across the first page heading is the legend: "Buy thrift stamps. We give one 25-cent stamp with every yearly payment on subscriptions to the Journal. They are free."

The subscription price is $2.00. Many of the advertisements are displayed in metropolitan newspaper style and display unusual artistry.

The Wabasha County Herald of Wabasha, Minn., issued a most complete and thoroly pleasing Christmas edition under date of December 13th. Holiday stories and rhymes, together with an abundance of news features, combined with excellently designed advertisements, make this number of the paper one of especial value.

Evidence of prosperity are reflected in the sixteen pages of well printed matter and tho the country is in the midst of a world-war, no disastrous affects are noticeable so far as the announcements of commercial establishments of the great, buoyant West are concerned.

Mr. S. M. Quigley, the editor and publisher, is to be congratulated upon having the support of a constituency appreciative of his efforts.

* * *

A unique feature of the Christmas editions of the Carrollton, Ill., Patriot, is the Postal Reunion, a method by which readers of this breezy intelligence-carrier, laden with the cheer of firesides, write letters of greeting from wherever they may be, for publication in the old home paper.

These former residents, called wanderers, respond each year to invitation of the newspaper to write home and the result is a most interesting symposium. The Postal Reunion of December, 1917, is the twenty-third held under the auspices of The Patriot.

The editions for December 13 and December 20th, containing sixteen pages each, are filled with news and a wealth of advertising is displayed to the best possible advantage. The paper-stock used is an especially high grade of news, and the presswork is particularly good.

Those who are desirous of obtaining examples of the best in newspaper typography and makeup should communicate with Mr. Charles Bradshaw, publisher of the Patriot, Carrollton, Ills.

* * *

POPULAR ADVERTISING MAGAZINE EDITOR, CONGRATULATORY

Congratulations upon your thirty-fifth anniversary. Indeed, this is quite a record. It is a glowing testimonial to the character as well as the ability of your noble and lovable father and it also speaks well for those who were associated with him in the business.

I suspect that if it were possible to accumulate all the good which the National Printer-Journalist has done that the result would be a monument considerably bigger even than you who have been close to it could imagine.

Yours very truly,
ASSOCIATED ADVERTISING,
Indianapolis, Ind., Jan. 2, 1918. Carl Hunt, Editor.

NO BUSINESS THRIVES WITHOUT ADVERTISING—By J. W. Sanger, Investigator of Advertising for the United States Bureau of Foreign and Domestic Commerce, who has been appointed to conduct an investigation of advertising in Latin-American countries.

Advertising is going to be the big thing in the trade war which is to follow the present bloody struggle for democracy. Germany was and is a great advertiser. It has specialized in propaganda and depended on it to a large extent to keep neutral countries neutral in this war. Just as it used it in its business of war, it also used it in upbuilding its foreign trade. A plan it used largely was the subsidization of newspapers and other publications.

When this country plunged into the world struggle the small and timid advertiser was extremely cautious and in some instances reduced his advertising appropriation, but his fear has been overcome and he has come to see that this of all times is opportune for putting his selling arguments before the people.

There are some lines of business which have suffered because of the war, but these are able to keep their sales up by using the right kind of advertising and by "hammering." Advertising is the greatest force in business today, and I consider newspaper advertising most effective for nearly every kind of business.

To show that merchants are getting results from their advertising campaigns is only to cite the fact that they are spending hundreds of millions annually in newspaper and other kinds of advertising. But advertising has passed the academic and theoretical stage. It is needless to talk of its results. No business can thrive without it.

INCREASE PRICES ON ADVERTISING, SUBSCRIPTIONS AND JOB PRINTING—By John B. Gaines, President Kentucky Press Association.

Print paper during the past year's time has increased in price from two and one-half cents per pound to six and one-half cents and in many instances even more than that, all kinds of job stock in proportion, and it may be that the limit has not yet been reached.

Notwithstanding the gallant fight that has been made by the commission for more equitable prices nothing has been accomplished that has helped except an occasional half cent or cent reduction per pound on from a half to a ton of news print. The situation rests with emphasis on the country press, for, while the big city dailies have received some relief in the purchase of carload lots in the rolls from the mills, those who use the sheets and buy in small quantities are still hard hit. Especially does this apply to the weeklies, which are compelled to buy in smaller lots.

Prices Raised

The outlook for us country publishers but for this incubus would be good. At least my observation and information lead me to that belief. Not only has print paper and job stock increased in price from 200 to 300 per cent, but ink, linotype metal, type and kindred necessities in the business have soared skyward.

The questions therefore are: What is the remedy? What should be done to meet the burdens of this increased expense? My answer is, The only thing that can be done—and that all should do in self-defense—is to raise prices. It is our only salvation, and the publisher who does not do it, who hasn't the nerve to tackle it, ought to retire before it is too late.

In my town up to January first last we had three newspapers, and for once in our lives all of us got together and raised our subscription rates, the dailies from ten cents to fifteen cents per week and the semi-weeklies from $1 to $1.50 per year, and that has helped to solve the problem of inflated prices on newspaper commodities. And I am sure these prices will be maintained—at least as long as prices on news print, etc., remain anywhere in the neighborhood of where they now are.

Put Up Rates

On January first last the Park City Daily News, of which I am editor and general manager, procured by purchase the Bowling Green Daily, Sunday and Semi-weekly Messenger, and by reason of a largely increased circulation and the high price of everything that goes into a newspaper we increased our advertising rates fifty per cent and were agreeably surprised and much gratified at the alacrity with which the increase was met by a large per cent of our advertisers, some who had yearly contracts agreeing to it as a matter of right and justice.

My advice to every newspaper publisher in this association is to do as we did in Bowling Green—increase subscription and job printing prices at all hazards and your advertising if possible. Make the prices fair and just and stand by them.

THE ADVANTAGE OF MODERN METHODS OVER THOSE OF OLDEN TIMES—By David Gibson, Cleveland, Ohio.

In the printing industry it used to be supposed that the way to make money was not to spend any, that economy was in running a press long after it should have been junked. The idea was to keep it going even if it took the time of the best paid man in the shop repairing it, to say nothing of the additional time required in operating an antiquated press. Long before such a press had fallen in a heap on the floor enough had been spent in repairs, and in additional operating time, to have paid the price of a new, economical type of machine.

Then, in the composing room of a printing plant a lot of time is wasted by men leaving their cases and falling over each other hunting material and supplies in the way of letters lost from cases of type and looking for rules and "furniture" that fit.

By a detailed system of accounting it was learned that if a printing plant employed, say ten men in the composing room at 30 cents an hour for nine hours a day, for three hundred days of the year, and, say that each wasted ten minutes an hour, it cost the employer $1,350 a year, or about three times the cost of the depleted composing room equipment.

Cost keeping has not only been of untold value in actual knowledge in stopping leaks, and thus increasing profits, but it has had a moral effect upon the employed, on the very simple principle that if the grocer thinks that his goods are to be weighed when they arrive at the household he is very careful to give full measure.

* * *

HALLUCINATION

"You can't tell 'bout a display of authority," said Uncle Eben. "Many a man thinks he's doin' a job o' mule-drivin, when de mule is jes' hurryin' to get home on his own account."—Washington Star.

AMONG THE ASSOCIATIONS

IN UNITY NPJ IS STRENGTH

[Editorial Note.—Officers of all Press and Printers' organizations are urged to make regular use of this department.]

Tri-State Press Association

REPRESENTATIVES of the state press associations of Tennessee, Arkansas and Mississippi have planned for the holding of the first annual meeting of the Tri-State Press Assotion at the Hotel Chisca, Memphis, January 24 and 25.

The object of the association is closer coöperation to safeguard the interests of daily and weekly newspapers. The concensus of opinion at the meeting was that the newspapers are imposed upon in many ways, particularly in being asked to contribute their space and time to matters that should be paid for.

Those attending the meeting were Edward Albright of Gallatin, Tenn., president of the Tennessee Press Association; John R. Rison of Paris, Tenn., editor of the Post-Intelligencer and vice-president of the Tennessee Press Association; T. E. Wood of Little Rock, chairman of the Arkansas Railroad Commission of the Arkansas Press Association, and Guy P. Clark of Clarksdale, Miss., editor of the Daily Register and president of the Mississippi Press Association.

* * *

Nineteenth Congressional District Editorial Association of St. Louis

Fifty newspaper publishers of the Nineteenth Congressional District Editorial Association visited St. Louis as guests of Congressman W. B. McKinley of the Nineteenth Illinois district, Champaign, Ill. While at Springfield the editors were received by Governor Lowden and escorted to the state house.

* * *

Cook County, Illinois, Press Club

The Cook County Press Club, which is composed of fifty suburban newspaper men, held its annual meeting in Chicago recently.

The following officers were elected: President, Carl P. Morgan, Calumet Index; vice-president, Gus G. Martin, Northwestern News; treasurer, John I. Phillips, Chicago Telegram; secretary, R. E. Dodge.

Missouri State Press Association

The executive committee of the Missouri State Press Association met at the Hotel Baltimore, Kansas City, and made arrangements for the mid-winter meeting, which will be held in St. Louis, January 25th.

The following officers were present: J. P. Tucker, president; Davis Butler, vice-president; B. Ray Franklin, Russellville, corresponding secretary; Lewis Lamkin, Lees Summit, recording secretary; Louis Moore, Hume, treasurer.

* * *

Ohio Newspaper Women's Association

The fifteenth annual meeting of the Ohio Newspaper Women's Association was held recently at Hotel Southern, Columbus.

The following officers were elected for a two-year term: Miss Pearl Helfrich, Columbus, president; Miss Henrietta DeVillars Grauel, Cleveland, vice-president; Mrs. Ella Proctor Wilson, Lebanon, secretary; Mrs. Amoretta Fitch, Cincinnati, treasurer; Mrs. J. W. Freeland, Marion, honorary president.

There are 150 members in the Association and they are all actively engaged in newspaper work.

* * *

Iowa Newspaper Conference

The third annual conference of Iowa newspaper men given under the auspices of the State University of Iowa was held at Iowa City November 23 and 24. Hopewell L. Rogers, president of the American Newspaper Publishers Association and business manager of the Chicago Daily News, gave the principal address, on "Some Present-Day Newspaper Problems."

E. K. Whiting of the Owatonna (Minn.) Journal-Chronicle, J. F. D. Aue of the Des Moines Register, and N. A. Huse of the American Press Association, gave talks on the business end.

Anna Dawson, one of the few women holding a managing editorship in the state of Iowa, gave an address on "Woman and Journalism."

Other speakers were: Frank D. Throop of the Davenport Democrat; W. P. Wortman of the

Malvern (Ia.) Leader; E. J. Fueling of the New Hampton (Ia.) Tribune; W. C. Jarnagin, managing editor of the Des Moines Capitol; and S. B. Sloan of the University of Iowa.

Frank Thayer, director of the work in journalism at the University, discussed the work of training newspapermen in the universities of the country.

Seventy-five men were registered for the conference.

* * *

Baltimore Press Club

The annual meeting and election of officers of the Baltimore Press Club was held on December 1.

G. Franklin Wisner presided and W. Oscar Anderson, Jr., acted as secretary. The annual report read by Mr. Wisner showed that the club is financially and numerically in a flourishing condition.

The election of officers resulted as follows: President, G. Franklin Wisner; vice-president, Walter R. Hough; secretary, W. Oscar Anderson, Jr.; financial secretary; James F. Hayward; treasurer, Edward H. Pfund, board of governors, George W. Worsham, Jr., Leslie Rawls, Howard S. Biscoe, G. Franklin Wisner, Walter R. Hough, W. Oscar Anderson, Jr., James F. Hayward, Edward H. Pfund and Norman Clark.

The fifth informal dance of the season took place in the evening.

* * *

Ohio City Editors' Association

The third annual convention of the Ohio City Editors' Association will be held at the Hotel Virginia, Columbus, January 19th and 20th.

The first business session will be held at 11 A. M., when the delegates to the national convention will be chosen.

On Saturday afternoon, at 4 o'clock, there will be a reception and entertainment by the Columbus Automobile Club, at their club rooms in the Virginia Hotel building. At 7:30 o'clock, the annual banquet will be held in the Rose Room of the hotel. The banquet will be Hooverized, the menu being suggested by Fred C. Croxton, state food administrator, who is one of the speakers of the evening, his subject being, "Food and the Newspaper." Among other speakers Gov. James M. Cox will talk on, "What the Newspaper can do to aid in the War"; Mayor George Karb will deliver the address of welcome; Clyde P. Steen, president of the association, will make the response; George Creel, chairman of the committee, will speak on, "The Censor's Censure," and Max B. Cook, city editor of the St. Louis Republic, will tell of the capture of Dr. Karl Graves, famous German spy, thru his own efforts. A number of impromptu speakers will also be heard.

On Sunday morning, January 20th, at 10 A. M., the annual business session will be held, for the election of officers and selection of the next meeting place. An address is to be made by Claud J. Deigle, managing editor of the Milwaukee Leader, on "The Experiences of a Non-Socialist on a Radical Newspaper." Other speakers include Philip D. Sherman, professor in English and editor-in-chief of the Oberlin College News Bureau; George Burba of the Columbus Dispatch; A. P. Sandles, editor of the Putnam County Sentinel, Ottawa, and a former state official; John B. Snook, Congressman, Paulding, Ohio, "The Newsprint Situation," and Ralph H. Keller, city editor of the Tiffin Tribune, who is now in the service of his country at Camp Sherman, Chillicothe, on "How It Feels for a City Editor to be in Khaki."

Business sessions and round-table discussions on all newspaper topics will continue thruout the day.

* * *

Texas Editorial Association

The Texas Editorial Association held its sixth annual meeting recently at Palacios, with an attendance of about forty old-time newspaper men from all parts of the state.

This association is composed of men and women of Texas who have been active in newspaper work continuously for thirty years or longer.

The association appointed a committee to raise $10,000 as a nucleus of a fund for the purpose of building a home on the Texas coast for old and wornout newspaper men. The men appointed on this committee are Frank P. Holland, of Dallas; Louis Blaylock, of Dallas; O. P. Gresham, of Temple, and E. P. Doyle, of La Porte.

Officers were elected as follows: W. A. Bowen, Arlington Farm and Fireside Bulletin, president; Louis Blaylock, Texas Christian Advocate, Dallas, first vice-president; O. P. Gresham, Temple Pythian Banner Knight, second vice-president; Hamp Cook, Magnolia Park Record, Houston, recording secretary; Austin Callan, Marfa New Era, corresponding secretary.

Chicago Press Club

Opie Read, author and one-time founder and owner of the Arkansas Traveler, was nominated to head the regular members' ticket of a caucus recently by members of the Press Club of Chicago. He was recently placed on the honorary membership roll, being one of the the oldest living members of the organization,

but returned to the active list in order to accept the nomination.

Other officers and directors selected at the caucus to be voted on at the regular annual election were as follows: First vice-president, Wright Patterson, of the Western Newspaper Union; second vice-president, Fred J. Squibb, court reporter; treasurer, James Stepina, banker; secretary, Walter Perkins; librarian, Harry Hargis; directors, Arthur Evans, Chicago Herald; Edward Fullerton, Chicago Tribune; William Shanks, Chicago Examiner.

* * *

Kentucky Press Association

The annual mid-winter meeting of the Kentucky Press Association was held December 27th and 28th at the Phoenix Hotel, Lexington.

* * *

Southern Michigan Weekly Press Association

Editors of weekly newspapers thruout southern Michigan met in Jackson Friday, November 23rd, for the purpose of forming an association for mutual benefit similar to the organization in western Michigan, the object being to advance the interests of the newspapers in the smaller communities.

The organization will embrace the entire southern part of the state, and will be called the "Southern Michigan Weekly Press Association."

Officers were elected as follows: President, William E. Beebe, Parma News; Secretary-Treasurer, E. P. Lamont, Hanover Local. A committee was also appointed to draft a constitution and by-laws to be presented at the next meeting.

Another meeting will be held in Jackson about the middle of January. The date will be announced later.

The following editors became charter members, and a general invitation is extended to all publishers of weekly and semi-weekly papers of southern Michigan to join:

Charter members: Walter L. Ford, Brooklyn Exponent; C. B. Wilcox, Grass Lake News; E. P. Lamont, Hanover Local; James G. Henley, Jackson Square Deal; W. E. Beebe, Parma News; E. B. Gregory, Jonesville Independent; L. W. Stephenson, Addison Courier; Charles A. Bradley, Britton Messenger; E. H. Ahrens, Clinton Local; J. Boatner Carter, Deerfield Times-Journal; Webb V. Wildman, Tekonsha News; William B. Gildart, Albion Leader; Tom F. Robinson, Union City Register-Times; Ford Axtell, Chelsea Tribune; O. D. Hoover, Chelsea Standard; Sim R. Wilson, Saline Observer; H. W. Morgan, Stockbridge Brief-Sun.

Plymouth-Norfolk County (Mass.) Publishers' Association

The Plymouth-Norfolk County Publishers' Association was organized at a meeting held in Brocton, by weekly newspaper publishers of Plymouth and Norfolk Counties. There was a good attendance.

Frank S. Alger of the Rockland Standard was elected president and Herman Eldredge of Hingham Journal, secretary. The next meeting will be held in Brocton in January, and the other officers of the association will be chosen at that time.

Those present at the meeting were: Mrs. E. J. Sirovich, Hull East Wind; Lemuel C. Hall, Wareham Courier; Heman Eldredge, Hingham Journal; Henry M. White, Rockland Independent; Frank S. Alger, Rockland Standard; M. W. Hanley, Stoughton News-Sentinel, and Editor Davis, Town Crier and the Old Colony Memorial of Plymouth.

* * *

Seventh District Editorial Association of Minnesota

The Seventh District Editorial Association of Minnesota held its annual mid-winter meeting at Appleton, with a large and enthusiastic attendance. The editors voted to hold the next summer meeting at Ortonville, and also voted in favor of joining the National Editorial Association.

Several instructive papers were read and discussed, among them one by H. C. Hotaling of the Mapleton (Minn.) Enterprise, president of the National Editorial Association, on the subject of "Cultivating the Home Field." W. P. Kirkwood of the state university school of journalism, J. C. Morrison of the Morris Tribune, Gunnar B. Bjornson of the Minnesota Mascot, Theodore Christianson of Dawson Sentinel, and J. R. Landy of the Olivia Times, the poet laureate of the state association, had parts on the program. J. C. McGowan of the Appleton Press gave a talk on "The Linotype in a Small Office." The principal address at the banquet was given by Judge Oscar Hallam of the state supreme court, who spoke on "Patriotism and the Press."

The following officers were elected: President, M. J. McGowan, Appleton Press; vice-president, Vern O. Briggs, Ortonville Journal; secretary, R. H. McGilvra, Clarkville Advocate; treasurer, Ludwig Roe, Montevideo News; executive committee, W. A. Reid, Renville Star Farmer, chairman; C. R. C. Baker, Willmar Republican Gazette; O. E. Hogue, Holloway Herald.

INDIANA STATE EDITORS HOLD WAR CONFERENCE

Indiana editors and newspaper men were the first in the country to hold a real, genuine war conference to discuss and outline plans for even more complete coöperation by the press with the Government and those who are conducting the war. This conference was held at Indianapolis, Friday, December 14, and it was in the form of a luncheon given by Will H. Hays, chairman of the State Council of Defence, and George Ade, author and member of the State Council, complimentary to the newspapermen of the State. Nearly two hundred guests attended the luncheon.

The conference was held in connection with the State-wide War Conference at Indianapolis, the first of a series of similar conferences to be held thruout the country, in which all of the varied war activities and interests are considered.

Loyalty and patriotism were the keynotes of all the addresses at the meeting of editors and these sentiments ruled the gathering.

George Creel, chairman of the Committee on Public Information, was a speaker.

Respond Like Good Soldiers

George Ade presided at the luncheon. In opening the program he said:

"The editors of Indiana have responded like good soldiers, but even good soldiers cannot carry a kit that weighs a ton. The editor finds it impossible to suppress local news. Children will be born, young people will get married and old settlers will pass away even during war times. The problem with many a publisher just now is—How shall I do my full duty as a messenger of patriotism and at the same time get out a regular newspaper?

"The Indiana State Council of Defense has made many appeals to you for help and you have helped generously, unselfishly. We shall be compelled to ask more favors of you, not for ourselves, but for the long campaign which all of us are now committed. We have asked you to come here today, not that we may tell you what to print in your papers, but that you may tell us how we can be of intelligent help to you.

"We must coöperate. We may find it advisable to agree here upon some very definite propaganda. You know the temper of your readers. It may be that the bulletins and special articles we have sent you do not always appeal to your editorial judgment. All right! Let us decide what kind of editorial appeals will deserve publication to get to your people and bring the results for which we are striving—an intelligent understanding of our aims in the war, an unfaltering readiness to answer every call to duty, and, above all, a rock-ribbed, unshakable determination to outgame the other fellow and see this war thru to a creditable finish."

Other speakers were Henry B. Wilson, editor of the Delphi Citizen and president of the Indiana Democratic Editorial Association; Harry J. Martin, editor of the Martinsville Daily Reporter and president of the Indiana Republican Editorial Association; Will H. Hays, chairman of the Indiana State Council of Defense, and Meredith Nicholson, author.

* * *

Oklahoma Press Association

Officers of the Oklahoma Press Association and representatives of the school of journalism of the University of Oklahoma held a meeting in Oklahoma City Saturday and Sunday to complete the program for the mid-winter convention of the association which will be held January 18 and 19. C. D. Morris, owner of the St. Joseph Gazette, and George E. Hosmer, of Denver, member of the executive committee of the National Editorial Association, will be among the speakers. Also Friday afternoon and evening will be spent in Norman, where special entertainment will be offered by the school of journalism.

R. H. Wessel of Frederick, president of the press association and Edgar Bronson, of El Reno, secretary-treasurer, represented the editors at the program meeting.

* * *

Indiana Republican Editorial Association

At a recent meeting of the officers of the Indiana Republican Editorial Association, Harry J. Martin of the Martinsville Reporter, president of the association; George A. Elliott of the Newcastle Courier and L. W. Henley, secretary of the Republican state committee to arrange the program for the mid-winter meeting of the organization. This meeting will be held January 26th. There will be a business meeting in the afternoon and a banquet at night, when a speaker of national reputation is scheduled to speak on a patriotic topic.

* * *

Springfield (Ill.) Press Club

The first regular meeting of the Springfield (Ill.) Press Club, just organized, took place in January.

C. Walter Eden of the State Register has been chosen president, with Halbert O. Crews of the News-Record as vice-president and Aubrey Cribb of the State Journal as secretary-treasurer.

Washington "Newspaper Institute"

A strict dollars-and-cents war policy has determined the program of the sixth annual "newspaper institute" of the University of Washington to be held in Seattle on January 17-19. In place of many formal addresses, there will be a half dozen or less, each followed by six or eight ten-minute contributions from men especially qualified to treat the matter from their own experience and especially prepared to give the best they have in the allotted time. These will lead to general floor discussion. The purpose of the new plan is to "make coin" of every bit of experience and good idea that comes to the Institute and give the editors more than general ideas.

Among the topics which will claim close to half a day each are "Circulation on the Country Newspaper," "The Country Advertising Situation," "Coöperation between Merchants and Newspapers" and "The Editorial."

A feature of the country advertising session will be use of a projectroscope for throwing on a screen good and bad ads from the Washington press, and application of advertising theories by Fred A. Russell, who gives the advertising courses in the University of Washington. Editors will bring in ads from their own papers for criticism.

One period will be given the publishers for informal discussion of their print shop troubles with Fred Kennedy, head of the University printing department.

The Washington Newspaper Association will hold its annual business session and will probably sift out coöperative buying of print paper.

An evening feature will be the annual legislative session, and a paper by Leslie J. Ayer, professor of law in the University, on "Why so many Washington publishers are sued for libel and lose the suits."

* * *

Society of Printers

The annual meeting of the Society of Printers was held on Tuesday, November 13th, at the Boston City Club.

Perry Walton of the Walton Advertising and Printing Company, Boston, went into much detail in his talk to the printers on the subject of, "Some Aspects of Advertising." His discourse was followed by discussion.

Robert Seaver of the Seaver-Howland Press, Boston, was elected president, E. K. Robinson of Ginn & Company, vice-president. Thomas Todd, Jr., president of the Boston Typothetae Board of Trade, was chosen for treasurer, but withdrew. The organization then made Addison C. Getchell, head of the firm of law printers, treasurer.

The next meeting of the society will be held at Cambridge.

* * *

Association of New York Employing Printers

The November meeting of the Association of Employing printers was one of the most interesting in the history of the organization and attracted an attendance of between 150 and 200. The meeting was held on November 26th, in the art gallery of the National Arts Club.

Discussions of costs, labor troubles, and other tangles which beset the printing industry, and a lecture of absorbing interest on the making of paper, showing in moving pictures the mills of the S. D. Warren Company, and the warehouse and delivery facilities of Henry Lindenmeyr & Sons, New York distributors of Warren papers, were some of the features which contributed to the unusual success of the session.

President Kalkhoff gave a brief review of the past month, dwelling particularly upon the labor troubles and the tremendous increases which have been forced in the wage scales by the men of the various unions.

He declared that the association was to be congratulated on having weathered so violent a storm as that occasioned by the labor unrest and pointed out that the trouble had not resulted in a single resignation. The Printers' League section, he said, had also held up strongly, and altho a few resignations in that body had been forced by the action of the unions, they would undoubtedly be recalled.

The President also stated that the organization had received a number of new members thru their advertisement and were very much strengthened, and in a better condition than ever before.

There were four subjects set down for discussion on the program for the evening. The first, "Percentage of Increased Cost Represented by Wage Increases," was handled by E. A. Kendrick, of the Redfield-Kendrick-Odell Company, Inc. Mr. Kendrick made a particularly good talk, the main point in which was that conditions which have arisen make necessary not so much a general increase in prices as an equalization of prices.

The question of the wage settlements was assigned to George W. Green, who presented a full report on the changes which had been made in the various scales and the scales as they stand today.

John C. Morrison, of the Wyncoop, Hallenbeck, Crawford Company, made a strong plea

for the elimination of the evils of competitive bidding for workmen, between shops, and he gave a particularly hard rap to those so-called printing salesmen who go from shop to shop trying to peddle their knowledge of the prices, methods, etc., of former employers.

The necessity for closer coöperation between printers was the subject of Hiram A. Sherwood, of the Read Printing Company, who urged that printers get together for their own protection and welfare, not only for the period of the war but afterward.

* * *

New York Master Printers' Association

With a burst of enthusiasm which brought out more than 200 members, the New York Master Printers' Association held its final meeting for the year 1917, Thursday night, December 13th, in the rooms of the Merchants' Association in the Woolworth Building. It was in many respects the most noteworthy meeting ever held by the organization. The attendance was the largest, the spirit shown was the best, and the meeting was conducted in the smoothest manner of any session in the association's history, and that despite the fact that an entertainment program of the highest grade was presented, and business of considerable importance transacted.

The most important feature of the meeting was the report of the nominating committee, which included the nominations for officers for the coming year. The committee presented the names, in person, and they were as follows:

For president, Roy S. Knaggs, now chairman of the executive board; for vice-president, William Driscoll, for re-election; for secretary, M. L. Clifford now a member of the executive board; for treasurer, Paul Overhage, for re-election.

For members of the executive board, William Kiesling, the present president, to fill the unexpired term of Mr. Knaggs; M. J. Pendergast, to succeed himself; George M. Ritterband, to fill the unexpired term of Mr. Clifford; and C. Irving Hall to succeed Joseph C. Aste.

These officers will be voted upon at the meeting to be held on Thursday, January 10th. Other nominations may be made in writing not later than two weeks before that time.

One important matter broached by the chairman of the executive board was the proposed publicity plan for which a committee had been named consisting of Ben Bruen, William Driscoll and George J. Hurst. The idea is to present to the public, thru a series of advertisements, the things which the Master Printers Association is doing, and the things which the organization has accomplished. The idea found instant favor with the membership and further arrangements will be made by the committee.

California Press Association

One of the most important and progressive meetings in the history of the California Press Association was held on December 7th and 8th in San Francisco, at which there was an unusually large attendance from all parts of the state.

The program was as follows:

Friday, December 7

10 A. M. Meeting of executive committee at Manx Hotel.

10 A. M. to 12 M. Members register at association headquarters at Manx Hotel so provision can be made for them.

1 P. M. Assemble Native Sons Hall, 414 Mason Street. Greeting by Newspaper Men's Club and Press Club. Topic: "Print Paper Situation,"—J. Sherman McDowell, J. F. Galvin, G. B. Daniels, B. W. McKeen; "General Newspaper Advertising,"—C. H. Brockhagen; "Advertising Agencies,"—H. W. Atwood, of H. K. McCann Co.; V. R. Churchill, of Honig-Cooper Co.; Sam P. Johnston, of Johnston-Ayers Co.; L. A. Smith, S. R. Barnett; "Cost of Government,"—John S. Chambers; "Cost Finding,"—Henry M. Hastings, Robert L. Telfer; "Legislation,"—W. J. Boyd, W. R. Sharkey.

9 P. M. Theatre party, California Theatre

Saturday, December 8

9:30 A. M. Tour of city.

12 M. Lunch at the Cliff House.

1:30 P. M. Assemble Native Sons Hall. "Effects of War on Newspapers," Justin McGrath, editor San Francisco Examiner; "League of California Municipalities," — Wm. J. Locke; Topic: "Free Space,"—Crombie Allen, Wallace C. Brown, F. B. Mackinder, M. F. Cochrane; "Food Conservation," — Ralph .P. Merritt; "Press Clippings,"—Brooks Palmer; Topic: "County Press Associations,"—J. Elmer Mobley, H. C. Smith, D. J. Reese; "Northern California Editorial Association,"—F. G. Dunnicliff.

President F. W. Richardson presided at all the sessions, and Mr. Oran A. King, as the secretary, carried on the executive work.

Kansas Editorial Association

The 1918 spring meeting of the Kansas Editorial Association will be held at Wichita early in May, exact dates to be announced later.

A change in the by-laws will be recommended providing for a membership fee of $5 and annual dues of $2, instead of the present membership of $1 and annual dues of $1.

REVIEW OF JOB PRINTING

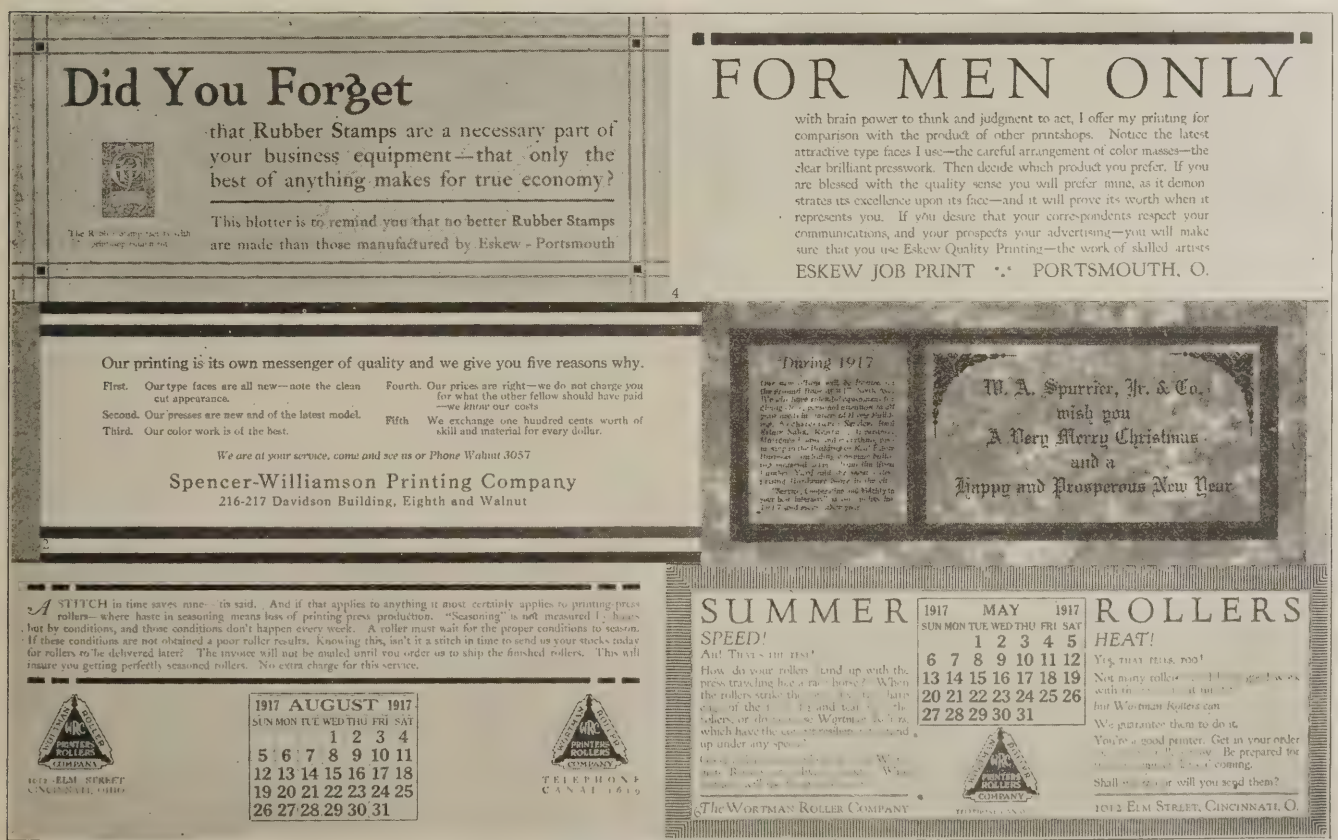
Address all Communications to Alfred R. Gardner, 4610 Ravenswood Ave., Chicago, Ill.

TOO much importance can hardly be placed upon the need for greater efficiency in printing offices at this time. With the great world war probably only started, so far as the United States is concerned, it behooves those of us, who are from any cause unable to serve the country more directly, to carry on our accustomed trades with greater zeal than heretofore. This means more and better personal work in the offices and quite often more and better equipment in the shops, as well as longer hours and more efficient service. If the United States is to reap the full reward of victory, and we can think of nothing else, then all the arts and sciences of peace must be maintained in their full vigor regardless of the number of their craftsmen that may be drafted into the country's service. And printers will be lacking in patriotism if their calling, known in times of peace, as the art preservative of all arts, proves in any way remiss in time of stress. We must do more and do it better.

* * *

Blotters appeal very strongly to printers as an advertising medium, and no doubt if properly written and printed they are effective in getting results. In addition the cost is reasonable when compared with many other methods of advertising, especially for the small and medium size shops. This month we are showing six specimens. Nos. 1, 3, 4, and 6 are by the Eskew Job Print of Portsmouth, Ohio, and Nos. 2 and 5 by the Spencer-Williamson Co., of Des Moines, Iowa.

No. 2 is 3½ x 9 inches in size, which allows some waste that is necessary on account of the


Did You Forget
that Rubber Stamps are a necessary part of your business equipment—that only the best of anything makes for true economy?
This blotter is to remind you that no better Rubber Stamps are made than those manufactured by Eskew - Portsmouth
FOR MEN ONLY
with brain power to think and judgment to act, I offer my printing for comparison with the product of other printshops. Notice the latest attractive type faces I use—the careful arrangement of color masses—the clear brilliant presswork. Then decide which product you prefer. If you are blessed with the quality sense you will prefer mine, as it demonstrates its excellence upon its face—and it will prove its worth when it represents you. If you desire that your correspondents respect your communications, and your prospects your advertising—you will make sure that you use Eskew Quality Printing—the work of skilled artists
ESKEW JOB PRINT PORTSMOUTH, O.
Our printing is its own messenger of quality and we give you five reasons why.
First. Our type faces are all new—note the clean cut appearance.
Second. Our presses are new and of the latest model.
Third. Our color work is of the best.
Fourth. Our prices are right—we do not charge you for what the other fellow should have paid—we know our costs
Fifth We exchange one hundred cents worth of skill and material for every dollar.
We are at your service, come and see us or Phone Walnut 3057
Spencer-Williamson Printing Company
216-217 Davidson Building, Eighth and Walnut
During 1917
W. A. Spurrier, Jr. & Co.
wish you
A Very Merry Christmas
and a
Happy and Prosperous New Year
A STITCH in time saves nine—'tis said. And if that applies to anything it most certainly applies to printing-press rollers—where haste in seasoning means loss of printing press production. "Seasoning" is not measured by hours but by conditions, and those conditions don't happen every week. A roller must wait for the proper conditions to season. If these conditions are not obtained a poor roller results. Knowing this, isn't it a stitch in time to send us your stocks today for rollers to be delivered later? The invoice will not be mailed until you order us to ship the finished rollers. This will insure you getting perfectly seasoned rollers. No extra charge for this service.
1917 AUGUST 1917
SUN MON TUE WED THU FRI SAT
1 2 3 4
5 6 7 8 9 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28 29 30 31
WM. PRINTERS ROLLERS COMPANY
1612 ELM STREET CINCINNATI, OHIO
TELEPHONE CANAL 1619
SUMMER ROLLERS
SPEED!
HEAT!
1917 MAY 1917
SUN MON TUE WED THU FRI SAT
1 2 3 4 5
6 7 8 9 10 11 12
13 14 15 16 17 18 19
20 21 22 23 24 25 26
27 28 29 30 31
The WORTMAN ROLLER COMPANY
1612 ELM STREET, CINCINNATI, O.

A VARIETY OF BLOTTER SPECIMENS

rules bleeding off all around. No. 5 is 3½ x 8¼, cutting 14 out of a sheet with very little waste; the others are 4 x 9 inches, giving 12 to the sheet, with just enough waste to allow for gripper margin, which is especially necessary on Nos. 1 and 6.

No. 1 is printed in black and red on pink stock, the words, "Rubber Stamps," the center rule and the squares in the corners being in red, balance in black. This job is quite attractive and well adapted to the purpose for which it is intended.

No. 2 is printed in black with red and blue rules on white stock. The subject matter and printing of this blotter is very good, altho we do not quite like the style of typography. This, however, is a matter of opinion, as many printers approve of it. If the first line could have been a trifle larger it would suit our idea better; or possibly it could be improved by respacing a little. For instance, drop the last two lines two points, the next line above six points, and the numbered paragraphs four points, leaving the first line in its present position which allows more prominence by reason of the greater space surrounding it.

No. 3 is printed in red and black on primrose stock; the rules, initial, and inside of trademarks being in red, balance in black. This blotter appears to be top heavy and the lines in the top panel are entirely too long to be easily read. This could probably have been improved by breaking the rule above the calendar and dropping it with the trade-marks about twenty-four points. This would allow the text above to be leaded, which will make it more readable and give better balance.

The text in No. 4 is printed in black, the rule and ornament in red on white stock. This is an excellent piece of advertising which should appeal to users of printing. It might, however, have been improved if the text could be shortened so as to allow the last line to be set in a size larger type, making this line somewhat longer than the body matter.

No. 5 is printed on mottled green stock, the rule being in green and gold, the ornaments in green and red and the text in black, making a very attractive blotter. We would suggest, tho, that the last paragraph in the panel be all italic. The letter spacing in the panel should also be avoided.

No. 6 was printed on buff enameled blotter, the text and rules in black, the border in red and the trademark both red and black. This job is well done and conforms to a style that is used a great deal by printers for calendar blotters. It has, however, one defect; the first line reads across the blotter, the second does not, but at first sight appears to do so. For this reason it would be better to set the words "Speed" and "Heat" in the center of the lines instead of at the side.

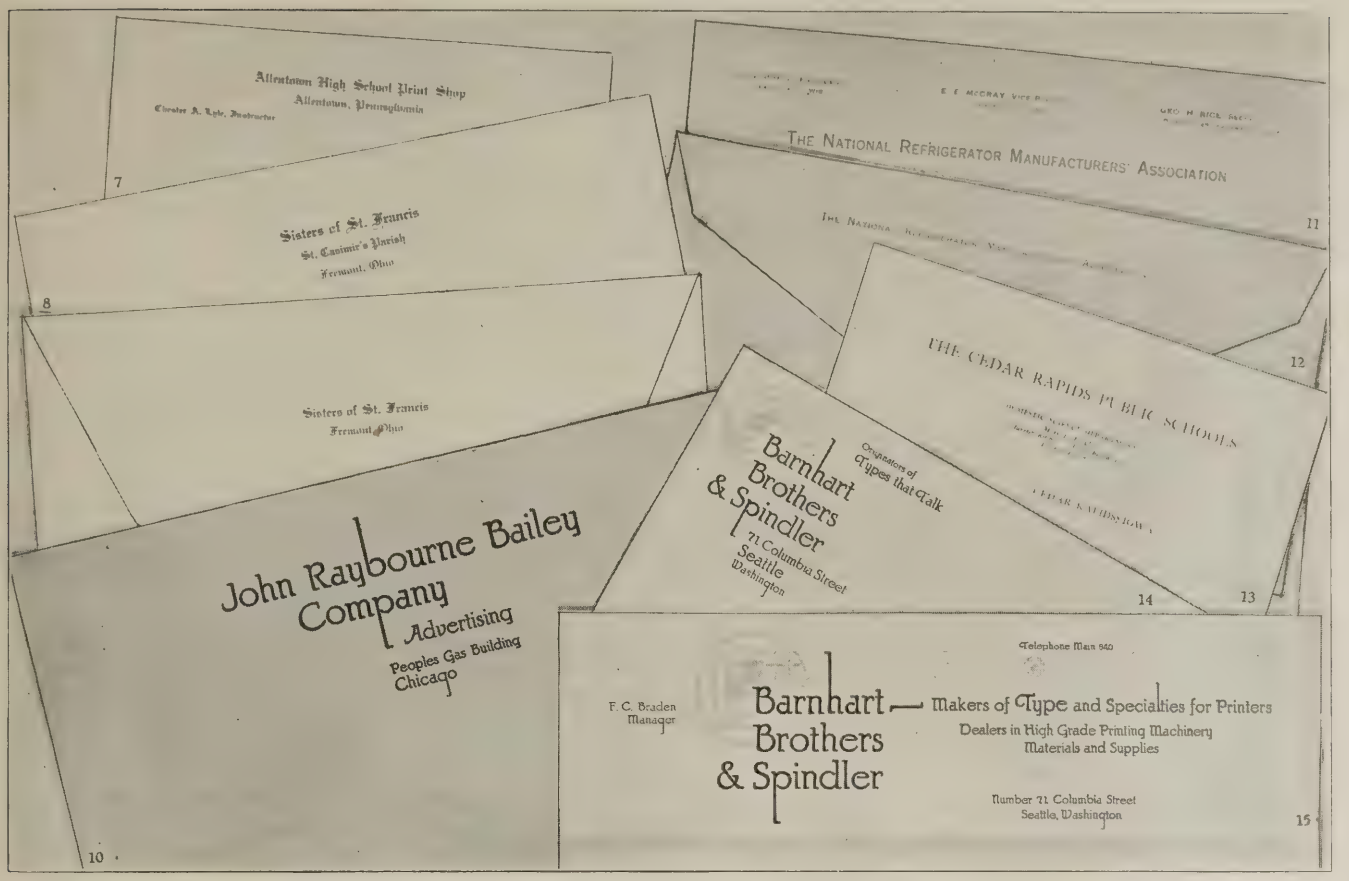
* * *

Two years ago next month the city of Allentown, Pennsylvania invested between six and seven thousand dollars in printing material and established a four years' course in printing as part of the vocational training in the High School. This course gives thoro and adequate preparation for work in any print-shop, and includes work on various machines. The course is so co-related with academic subjects that when the student is graduated he will feel sure of himself and his ability. In addition to the regular four-year course they also have another, the "culture course" which is electic with freshmen, and gives the boys two hours a week in the print-shop. Mr. Chester A. Lyle, the instructor in charge, informs us that about sixty boys are taking this course.

The plant is equipped with a good selection of type in family series, two jobbers, power cutter, stitcher and punching machine and does all the work required by the school administration, the high school and twenty other schools connected with the city. They turn out over 6,000 tablets, both ruled and unruled, every month, besides cutting all the drawing paper, print, card and tag board used in the schools.

That this school is meeting with a good measure of success is shown by specimens of their work which we have received and some of which we are reproducing herewith. Some of this "kid" work is equal to that done by the best of us. Take the two ruled cards, for example, which we reproduce in figures 23 and 24. These were 5 x 8 inches in size, two impressions in black on white stock. The typography is excellent and the presswork good, the register being perfect. Fig. 7 is a reproduction of one of their noteheads and Fig. 21 the title page of the commencement program. The text is printed in a rich brown ink, and the seal in buff on dull coated India stock of good quality; size of pages, 8 x 11 inches. It is impossible to show the real beauty of this job with a one color cut. Fig. 22 represents a ticket done by them.

The complete course, which covers four years, is as follows: First year: English, Grammar, Composition, Classics, Latin or Modern Language, Algebra, Drawing, Physical Training, Shop, Biology or Botany, Physical Geography. Second Year: English, Rhetoric, Composition, Classics, Latin or Modern Language, Algebra,



RECENT SPECIMENS OF COMMERCIAL STATIONERY

Geometry, Drawing, Shop Mathematics, Shop, Physical Training. Third Year: English, American Literature and Composition, Latin or Modern Language, Geometry, Bookkeeping, Drawing, Shop Mathematics, Shop, Chemistry or History. Fourth Year: English, English Literature and Classics, Latin or Modern Language, American History and Civics, Shop, Drawing, Shop Mathematics.

* * *

Figs. 8 and 9 show a notehead with envelope to match done by the Sterling Printing Company of Fremont, Ohio, printed with blue-black ink on white stock, and making a very rich-looking job.

* * *

Specimen No. 10, which was printed by the Shattock & McKay Co. of Chicago, is set in the new Parsons series, a letter which gives a good imitation of hand lettering. This head was printed in dark brown ink on Sipia Rob Roy Linen, and to the uninitiated has the appearance of being a much more expensive job than it really is. Figs. 14 and 15 are also set in Parsons, with Parsons ornaments; the text being printed in brown, the ornaments in blue on blue tinted stock.

* * *

The letterhead and envelope illustrated in Figs. 11 and 12 are by the Eau Claire Book & Stationery Co. of Eau Claire, Wis. These are good examples of work set in Gothic type. Dark-blue ink and blue tint stock was used.

* * *

The notehead for the Cedar Rapids Public Schools shown as Fig. 13, is by O. Eugene Booth of the Times job shop, Cherokee, Iowa, and is a very neat job. Printed in blue-black on white stock.

* * *

Quite often a printer has doubts as to the possibility of securing zinc etchings of fine-line work that will be suited to his purpose. For this reason the following quotation from The Eclipse (the house organ of the Eclipse Electrotype & Engraving Co., of Cleveland) regarding Copper Etchings will be of interest:

Recently, a customer ordered zinc-plate reductions of printed tabular matter. The reduction was approximately one-fifth of the original. The proofs furnished as copy were excellent but the copy itself was small type and fine rule work, closely compacted.

Zinc is the most suitable medium for the general run of line plates, and the cheapest. Compared to copper, however, its grain is coarse, brittle, weak. Very fine lines and dots are liable to etch away in zinc or have so little stamina that a very few impressions on any kind of printing press will quickly wear them down, while such zinc etching surely cannot stand lead-moulding for electrotypes.

The nub is here: we essayed that job three times on zinc, then finally did the job over again on copper, this time successfully.

Copper is one of the "noble" metals, with an exceedingly fine close grain, of great ductility and remarkable endurance. Lines like razor edges may be etched in it and will "stand up" under electrotyping, and printing, too, provided they are not so fine that they cut the paper and the ink rollers into tatters.

Copper line plates cost more than zinc, but if zinc will not serve the purpose copper must be used regardless of cost.

Look at it from another angle:

You have a very particular job, requiring the finest photographic interpretation and the cleanest reduction. Regardless of whether the reduction be much or little, the results required demand copper, for copper gives the quality.

Again: You wish to make sure of having a master plate from which to electrotype repeatedly. Answer: Copper for continuing quality.

Again: The job must be gotten out as quickly and as economically as possible. If there is any doubt at all as to the ability of zinc to fulfill requirements, you will save the cost of one or more zinc trials by ordering copper in the beginning instead of at last.

* * *

One of the very attractive house organs that reach us is The Stamp, by the Faithorn Company of Chicago. The November issue is a sixteen-page and cover job; pages 5½ x 8½, printed in colors, on which the typography, press and art work are excellent. The following article relating to Spanish catalogs, by W. E. Faithorn, will no doubt appeal to readers of the National Printer-Journalist:

There is no doubt that many opportunities in the South American countries are being overlooked by the people of the United States at the present moment. This is not surprising in view of the many things that must be given prior consideration, but we must not persist in this neglect or the time will come when there is no longer an opportunity.

In our experience we have handled a good many Spanish catalogs, but as a general rule they have not been very successful ventures. The reason for this is that in most cases the translation is of a very indifferent order, and it is not at all unusual that the exact opposite of the thought of the manufacturer is expressed when it finally reaches the hands of the consumer.

There are numberless incidents of mistakes in translation that are not only detrimental, but humorous to the extent of absolutely destroying any advertising value. I have in mind one incident where a manufacturer, after the Spanish-American war, wished to curry favor with the South American countries, and after much deliberation decided to show an illustration of the United States and the Spanish flag crossed one over the other with the words, "We Lead" at the top.

Unfortunately, the translator confused the verb and the noun and by the time it was printed in Spanish it was the equivalent of "We Bullets," the word "lead" being synonymous with "bullets" in Spanish.

Hundreds of incidents of this kind could be mentioned but the fact that such mistakes have occurred should not make the people of this country abandon the idea of going after South American business.

We have on our books large manufacturers for whom we have handled Spanish work in its entirety with successful results, but we can not say too much in advising against procuring a translation that is not turned out by

SAMPLES OF A FEW DISTINCTIVELY GOOD JOBS

a responsible house, that can not show a good record as proof that the translation is accurate and at the same time sufficiently free to have advertising merit.

* * *

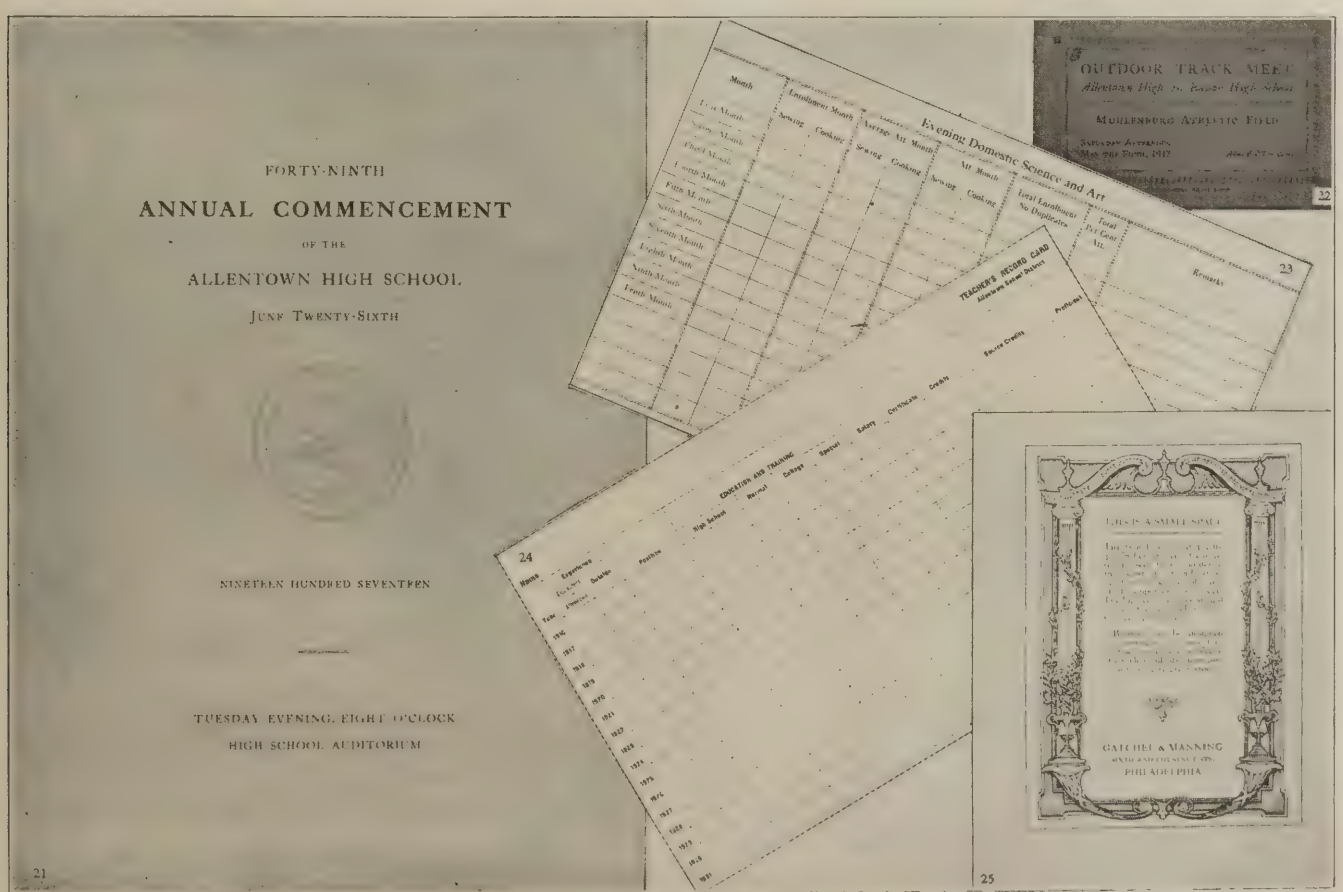
Among the good things which the present war is teaching this country is that of economy not only in food stuffs and clothing but also in printing and postage. The increased cost of stock makes it necessary for printers to figure more closely than they have done heretofore, and the increase in postage due to the war revenue causes users of postage to fill their envelopes nearer the limit in weight. For this reason envelope stuffers will probably be used much more than heretofore.

Our illustrations, Nos. 16, 17, 19 and 20, show four jobs of this kind that are very well suited to the purpose intended. No. 16 is an eight-page folder printed in black with green tint background on white enameled stock; double-print halftones being used for the black. Size of pages, 3⅛ x 6⅛. No. 16 is a twelve-page affair, pages 3⅜ x 6¼ inches, on enamel stock. The two outside pages composed of a two-color halftone with an open panel for imprinting on the back page. The balance of the pages printed from double-print halftones in black with border in green. Both jobs were produced by The Davis Press of Worcester, Mass., and are excellent specimens of printing and engraving. Nos. 17 and 20 were made by the A. W. McCloy Co., of Pittsburgh, Pa., and while very simple in design are at the same time attractive. They are also of a size that enables the printer to utilize stock that might otherwise be wasted; No. 17 being 2¾ x 5½, and No. 20, 3¼ x 5¼ inches, both printed on imported stock, the latter being tissue, which enables the user to fill his envelopes to the limit.

Quite often a job goes thru on which there is a waste of three or four inches of stock along one side or end of the sheet. This can generally be turned into good profit without extra press work if properly handled. When the proposition is rightly explained to the customer he will very likely furnish copy and be willing to pay a price for the waste that will leave a good margin of profit to the printer. Oftentimes, too, salesmen have opportunity to sell envelope stuffers or other small circulars on a basis that enables the printer to use his waste before it is cut up, a scheme that is doubly valuable, as it enables him to figure ahead on stock and eliminates extra presswork.

* * *

Our illustration, No. 18, is made from the first page of an attractive folder used by Geo. W. King & Son of Worcester, Mass. This was printed in brown and orange on India tint



Strathmore deckel-edge stock 12½ x 18½ folded to 6¼ x 9¼, the text appearing on pages four and five with a two-color rule running across the top of both pages. The business card was inserted in a scoring near the bottom of page five so that it completed the text. The presswork on the halftone is excellent and the typography good, but a trifle more ink would have improved the text some. The business card was printed in black and orange on gray stock. Below is the text matter contained in this folder, which will undoubtedly interest some of our readers.

May I have a few moments of your time? I won't detain you long. I am a printing salesman. You may know of my firm and you may not. If not, we hope to get acquainted. You may order a great deal of printing or you may use only a little, but in either case we should like to have your name on our books. Yes—this is a straight bid for business, but we don't want yours unless we can do you some good.

We do ordinary work and extraordinary. We produce all kinds of printed matter from cards to catalogs. We can help you with your shop forms and ordinary printing, and try to show you where you can save. So much for that class of work.

Now we are prepared to aid you in getting out advertising matter that will be worth every dollar you pay for it and then some. Not cheap stuff; but result-producing literature—striking Publicity that will be on a level with your Product.

The printer with advertising experience, one who makes a study of advertising; who can appreciate your standard of quality, and knows how to express it fittingly on the printed page, is the type of printer you need. We call this creative printing; and the difference between it and commonplace printing is just the difference between an original idea and a quotation. We endeavor to give our customers constructive help in whatever they wish to get out. The printer who has nothing in his shop but type, presses, paper and ink, can give you no more than you are getting—but brains, ideas and service are always interesting. Don't you think so?

I'd like to tell you more about this but I know your time is valuable.

Oh! by the way, before I forget it, here is one of my cards:— * * *

Park 1185W will get me most any time, if you're in a hurry. I'll be pleased to call and see you. Good-bye!

* * *

Fred Rigby, advertising manager of the University Daily Kansan, is responsible for a new house organ, The Ad-Minister, "the duty of which is to preach the gospel of that business creative power known as advertising, and incidentally to show the merchants of Lawrence what a good medium the University Daily Kansan is." It is a well edited and printed affair in four-column, four-page newspaper style and should be successful in stimulating business.

* * *

Geo. O. McCarthy of the Gordon Journal, Gordon, Nebraska, sends a bunch of samples that show considerable ability, especially as the work is evidently done in a shop that has a limited supply of material. The presswork is good. The rule border on the Christmas blotter shows the defect nearly always found when brazed corner pieces are used. The writer's article relating to the use of brass rule in the December issue of the National Printer-Journalist will help you to remedy this trouble. You could improve your Red Cross hanger by resetting it to 22 picas wide, making fewer lines and giving room for the president's picture at the top center of the tip where you now have the flag. Make the tip one-half inch longer to get the best result. Tip on flag in upper left corner letting it partly cover the upper left corner of the India stock.

* * *

Barnhart Brothers & Spindler recently mailed to the trade folders showing an excellent variety of decorative material suitable for holiday printing. Unfortunately these were not received in time for review by this department before the holidays. They are also showing a new face of type, the Parson's series, designed by Mr. Will Ransom, a Chicago artist, whose work ranks high. We show three jobs set in this face in our specimens No. 10, 14 and 15. It is quite original and will no doubt become popular for certain lines of work. The swash initials and long ascenders and descenders of the lower case will often enable a tasteful compositor to obtain some of the effects of hand lettering. The Parsons ornaments used in Nos. 14 and 15 were printed in blue tint, the text in brown on light-blue stock.

* * *

Our illustration No. 25 shows a page from the December issue of Etchings, the house organ of Gatchel & Manning, Philadelphia. This little booklet is really a work of art and contains much information of value to users of photo-engravings. We are pleased to note that the margins which we criticized some months ago, have been corrected, and in the current issue are all that could be desired.

* * *

Printing shops come and go but the rightly conducted newspaper-printing office stands Gibraltar-like against all the winds of adversity. The Brooklyn Daily Eagle, The Evening Wisconsin of Milwaukee, the Red Wing, Minn., Republican are examples that come quickly to mind. The financial rating of these offices totals above $650,000 but that is only half of their real value.

They are the most enterprising and the most progressive members of the trade. By serving their local communities they are building year by year foundations that are substantial and permanent.

CONGRATULATORY MESSAGES

Continued from page 16

SECRETARY N. E. A. OFFERS CONGRATULATIONS

It is my pleasure on this first day of the New Year to congratulate you in your determination to celebrate the thirty-fifth anniversary of the National Printer-Journalist by the publication of a special number.

For thirty years I have enjoyed the regular monthly visits of your paper: I have cherished it to such an extent that the volumes have been bound and an effort made to preserve them for reference in the years to come, and it is only within the last two years that I forwarded with my compliments for the Journalist library some of these bound volumes.

The National Editorial Association feels the need of a forceful representative, dependable on all occasions, and one that will not be erratic, but a counsellor that we can always depend upon as watchful of our interests and in the National Printer-Journalist I feel that we have this friend and should give it our heartiest support.

Please accept congratulations and best wishes for increased success and usefulness of your splendid publication.

Cordially yours,
GEORGE SHLOSSER,

Secretary National Editorial Association, Wessington Springs, South Dakota.

CONGRATULATIONS FROM THE EDITOR OF THE RED WING DAILY REPUBLICAN,—FATHER HERBERT'S FORMER PAPER

The National Printer-Journalist has always been an inspiration to me, as it must be to every editor and printer who peruses its pages from month to month and from year to year. Besides giving valuable, accurate and timely information regarding methods and movements in the printing and newspaper industry, it voices the ideals and aspirations of that great organization whose able spokesman it is—the National Editorial Association. Please accept my most hearty congratulations on the Journalist's arrival at the thirty-fifth milepost in its history of usefulness and devotion to the craft it so well represents and for whose principles and welfare it has labored so unceasingly. Notwithstanding the fact that it is the oldest publication in its class in America, so far as information can be had, let us hope that it is still in the early morning of its career with the full, long day of opportunity and service yet before it. My lifelong, intimate acquaintance with and love for the late Father Herbert, who sold the paper which the writer now publishes, The Red Wing Daily Republican, to take up the work of publishing a journal for American newspaper-workers, has, of course, given me an added heart-interest in the work and the success of the National Printer-Journalist. Your publication has ever been in the forefront and each issue has reflected the progress of time. At the age of thirty-five it is in its most vigorous and wide-awake activity, proving that when it passed from Father to Sons, it remained in worthy and competent hands.

May your splendid efforts continue to crown your establishment and those whom you serve, with merited success.

Fraternally yours,
JENS K. GRONDAHL,

Red Wing, Minn., Jan. 5, 1918.

PROMINENT HOOSIER EDITOR OFFERS FELICITATIONS

It gives me much pleasure to join with other friends in greetings on the approaching anniversary of your magazine. The National Printer-Journalist has been a very useful and helpful agency in the making of better newspapers and in the printing trade generally, the past three and a half decades. Your father, founder of the journal, endeared himself to thousands of printers and publishers and left a name they love to remember in honor. I wish you the fullest measure of success in carrying forward the work he committed to you.

Very sincerely, J. A. KAUTZ, Publisher,

Kokomo, Ind., Jan. 5, 1918. The Kokomo Daily Tribune.

NATIONAL ADVERTISING AUTHORITY REMINISCES

It interests me very much to be reminded that the National Printer-Journalist is nearing its 35th birthday. I have not been very close to the Printer-Journalist, but I was fortunate in knowing Mr. Benjamin B. Herbert for quite a number of years, and when I think back along the line of his work in the business of printing, I realize that he and the Printer-Journalist have been a potent influence in matters concerning the printing craft. Personally, I always had a great admiration for Mr. Herbert, who had a special talent—that of getting and keeping close to the men in the business; so that when occasion offered and he wished to further some movement beneficial to printers, he was always sure of a following. I sometimes thought that the man was bigger than the paper, and this may well be true. Nevertheless, events prove that the paper was, in the long run, an efficient and sufficient mouthpiece and aid. Whatever is accomplished, in trade and class journalism, comes largely thru the standing, accomplishments, and personality of the man who is behind the paper. Men in business are not swayed as easily by the science or the art or the logic that may be brought to bear upon them, as they are thru sympathetic, personal contact. And this sympathetic, personal contact was one of the leading characteristics of the late B. B. Herbert.

Very truly yours, GEORGE FRENCH,
Editor The Advertising News.

New York City, Jan. 4, 1918.

GREETINGS FROM ONE OF THE OLDEST SUPPLY HOUSES OF THE INDUSTRY

When the National Printer-Journalist was in swaddling clothes, this Company was also just starting to make its place in the sun of printerdom. It is therefore fitting that after thirty-five years of labor, practically shoulder to shoulder, we should send greetings at this time in honor of your Thirty-fifth Anniversary.

The founder of the National Printer-Journalist, Mr. B. B. Herbert, was loved and respected by all, and had a considerable part in the Councils of the Fourth Estate. There could have been no wish more dear to his heart than that his paper, his labor of many years, should be continued after his passing, with the vigor and ability that is now being demonstrated.

Wishing you another thirty-five years of ever-increasing success, we remain.

Yours truly, THE HAMILTON MFG. CO.,

Two Rivers, Wis., January 7, 1918. By T. W. Suddard.

Continued on page 54

NATIONAL PRINTER JOURNALIST
A JOURNAL for PRINTING and ALLIED TRADES
Established in 1883 as "The Printer and Publisher"
Published Monthly by The Ravenswood Press
4610-18 Ravenswood Ave., Chicago, Illinois
Entered at the Chicago Postoffice as Second-Class Matter
BENJAMIN S. HERBERT - - - - - - - - - Editor
WILLIAM E. HERBERT - - - - - - - Business Manager
Official Paper of the National Editorial Association.
SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.
CHICAGO. ILLINOIS, JANUARY 1918

This thirty-fifth anniversary number of the National Printer-Journalist is published without the pomp and ceremony that would otherwise mark the event for the reasons that recurring sad memories crush in upon those who have solemnly taken up the work laid down by the beloved founder; and war-time economy has been exercised.

The task has not been an easy one but, month by month, new inspiration comes and the demonstrations of friendship and appreciation multiply. The contents of the magazine will satisfy the reader's desire of learning whether or not progress has been made.

The passion for service, one of the principal characteristics of the departed editor and publisher, (to which his sudden death was largely chargeable) has left an impress upon every volume of the magazine. The fond hope is that, tho Father Herbert has gone from us, his great spirit may still inspire ideals and furnish the urge for improvements in the conduct of printing and publishing enterprises thruout America and that this journal may truly be a living memorial to the grand old hero.

* * *

"One touch of nature makes the whole world kin." In the December number of the National Printer-Journalist appeared an article which, tho written in narrative form and apparently fictional in character, has won quick applause from subscribers. It was a touch of nature which made them chuckle in fellowship. The fact is that the story which was entitled, "A Day in the 'Menagerie'," was but a lively description of routine happenings in one newspaper printing office, and so trite were the different remarks and the relation of the nerve-racking experiences, that everyone engaged in the production of newspapers appreciated that the hum-drum of their daily lives was reflected in the racily written article.

The moral to be drawn is that difficulties are daily surmounted by energetically determining to reach desired ends regardless of opposition and the petty objections of more or less competent work people.

No goal is reached unless one continues in the race without lagging. Discouragements are to be expected, laziness and incompetence on the part of those who never will be able to rise above mediocrity, are to be faced, daily, as facts.

To triumph over difficulties and to continually succeed in accomplishing one's purpose adds confidence and inspiration to the performance of greater tasks. Under the present unusual conditions, with all of the special strains upon one's time and patience, "sticktoitiveness is an absolute essential to success."

As Ralph Waldo Emerson once wisely said: "The longer I live and view the various qualities of men the more do I prize the high, stern-featured beauty of plain devotedness to duty."

* * *

According to Mr. Charles Francis of New York, in his most interesting book, "Printing for Profit," the printing industry has advanced from the sixth position in productive rank to that of third. Doubtless, Mr. Francis is correct in his conclusions and has arrived at them after investigations which have been most thoro.

In this connection, Mr. L. A. Hornstein, Publicity manager of the Mergenthaler Linotype Company, refers to a birds'-eye view of business made public January 1st by the United States Chamber of Commerce, which indicates "that the extraordinary demands made upon every one for conservation have largely increased the buying power of the Nation."

That the industry has advanced to a phenomenal extent is commonly acknowledged, but the United States Government regretably has not fully appreciated that the newspaper department of the industry has been to a very considerable extent, the special means of "disseminating information and inspiration to the people to conserve the essentials and to do away with the non-essentials of life."

Mr. Hornstein shrewdly observes that much credit is due the printing industry for its very real and most significant contribution to the nation's welfare in the positive adoption of habits of thrift and conservation. He concludes his interesting communication to the editor with the words:

"The increased buying power thus achieved means a larger and more definite purpose for the nation in the future. That there is cause for congratulations we must admit, and our mutual greetings may well be based on this assurance."

FAITH IN OUTCOME OF WORLD WAR DEMONSTRATED

That the printers and publishers of the allied nations have faith in the outcome of the world war and that they have the fullest confidence that the United States will "bring home the bacon," has been given a practical demonstration in the receipt of three new foreign subscriptions to the National Printer-Journalist within the last few days.

If there was doubt in the minds of these intelligent fellow-craftsmen that this nation was to lose in the great conflict, they certainly would not subscribe to a printing trade journal published in a land which was to be subjected to the ignominy of defeat. May it not also be taken as an evidence that they are glad of the chance of giving an earnest of good faith, and welcome the opportunity of showing their appreciation of the splendid service Uncle Sam is rendering the nations of earth!

One's imagination easily leads to the observation that the receipt of subscriptions from Norway, India and Australia in these perilous times of war is an index that the danger from submarines in the sinking of vessels carrying mail is about over, or why should printers risk the sending of money abroad in return for a magazine, copies of which may never reach them? Lastly, perhaps, it is not entirely out of place to say that a certain degree of confidence is manifested in the integrity of the National Printer-Journalist, whose thirty-four years of service will be of no particular significance unless copies of the journal are delivered to these subscribers for twelve consecutive months following receipt of the payment therefor.

The names and addresses of the subscribers are T. J. Vikstvedt, Haugesund, Norway; Lal Chand & Sons, Calcutta, India; J. H. Thompson, Brisbane, Australia.

BIG FINANCIAL AND INDUSTRIAL EDITION OF FINDLAY, OHIO, MORNING REPUBLICAN

The Findlay, Ohio, Morning Republican issued an immense financial and industrial edition November 28, 1917, which will put the growing Ohio city on the map to stay.

The edition consisted of forty-four pages and the array of facts, accompanied by page after page of advertising, is simply stupendous.

An editorial paragraph suggests something of the civic spirit of which made the publication of the big edition possible:

"Findlay is proud of her factories, her stores, her churches, her public schools, her hospital, her public utilities, her pure water, her oil industry, and most of all of the splendid quality of her citizenship. Citizenship in Findlay is marked by high ideals, which make an impress upon all of her products and in all her dealings with the world. It is worth while to live in Findlay, and it means a great deal to be able to claim citizenship here. Our growth has been phenomenal in time past, sluggish at other times, but at all times healthy and strong. We have experienced the usual alternating periods incident to the growth of most municipalities and have come through them all with a steady tread forward. We are still growing. We expect to keep on growing. We invite anyone and everyone who wishes to live in a thriving, contented, happy community, to come and live with us. We have ample room for many more. We have opportunities open here for the establishment of many more industrial plants, and for the enlargement of present ones. Many of our institutions are now handicapped by inability to secure sufficient help. The addition of other industries would bring in employes, not only for themselves but for these now calling for help."

One of the most interesting sections of the paper is that containing a double-page illustrated write-up of the Morning Republican office. There are twenty-two officers and employes in the newspaper department and eleven in the job department. One of the important adjuncts is a newsboy band of forty-six members.

A paper like the Findlay Republican is worth thousands of dollars to any community. The citizens of Findlay give evidence of appreciating the fact.

EDITOR TURNS COAL DEALER

Editor Cassius L. Coward of the Lodi, Wisconsin, Enterprise, has turned coal dealer for the nonce.

Local dealers were unable to get hard coal into this place, and as the situation had reached an acute stage, Mr. Coward tried—and succeeded—in getting a carload of furnace coal of the egg size. The demand was so great that he ordered another carload, and another, and still another—until four carloads have now been distributed, and the demand continues. While the demand for furnace coal has been greatly relieved, there is crying need for nut size for stoves, which Mr. Coward has as yet been unable to obtain.

Mr. Coward's efforts brought forth the following acknowledgment from the County Administrator:

Portage, Wis., December 19, 1917.

Mr. C. L. Coward, Lodi, Wis.

Dear Sir:—I am in receipt of your letter of the 18th, and let me say that I commend you very much for your kind efforts to relieve the coal situation at Lodi.

If you have sold the coal at just what it cost you, and parceled it out to the people in need, it was very nice in you, and we have nothing to say further in regard to handling coal there by you.

I am going to forward your letter to Mr. Fitzgerald [the state administrator] at Milwaukee, to relieve any further feeling in this matter, and will certainly put it up to him to try to get some action on the wholesale dealers that the Lodi Grain Co. buy of, to try and have some nut coal moved to Lodi.

Respectfully, F. L. VAN EPPS,
Columbia County Administrator.

All of which goes to show that the editor of a small-town newspaper is about as necessary an adjunct as can be found even to the relieving of a stringency in the coal market.

PROMINENT INK MANUFACTURER IN OFFERING GOOD WISHES, FAVORS WHIPPING "DIRTY HUNS"

We wish you Health, Happiness and Prosperity during 1918 to a degree never before experienced by you, and if we can only whip the dirty Huns during this period, believe we all will enjoy just such a year, regardless of whether business is good or not, because there could be no greater prosperity imaginable than the subjugation of the Boches. Yours very truly,

THE AULT & WIBORG CO.,
Cincinnati, O., Jan. 2, 1918. By L. A. Ault.

CONGRATULATORY MESSAGES

Continued from page 51

ENTHUSIASTIC EXPRESSIONS FROM A PROMINENT INDIANA PUBLISHER

I will look forward with much pleasure to receiving the number of the National Printer-Journalist, celebrating the thirty-fifth anniversary of its founding, but "looking forward with pleasure" about expresses our feeling about each number of your excellent periodical. We have been a subscriber of the National Printer-Journalist for so many years that long ago it took its proper place as one of the family. During these years we have seen publications of this kind come and go, some very excellent in matter and typography, but there was something about them that did not appeal strong enough to insure a permanent patronage. The late Benj. B. Herbert builded upon secure foundation. His experience in the newspaper business and his association and sympathies with the smaller publisher enabled him to make his journal interesting and beneficial. There is no other publication in this country that fits in so well with the publisher in the average country field, and it has been a source of pleasure to see that the policies so firmly impressed upon this journal by its founder have been continued and that the success to which it it entitled by its merits continues to increase. Respectfully, E. E. COX,

Hartford City, Ind., January 9, 1917. Publisher News.

VETERAN WISCONSIN PUBLISHER IN CORDIAL FELICITATIONS

Permit me as one of the patrons of your valuable trade publication—The National Printer-Journalist to offer my congratulations and felicitations on the 35th anniversary of its founding by your lamented father. For almost the entire period of its publication, the N. P.-J., has been a welcome visitor to the Freeman office, and its calls have been those of a best friend—always cheering and promotive of a feeling that it is well to be on earth and thoroly in the game.

I was acquainted with your distinguished father for more than thirty years and I know of his great services to the printers and editors of this country and of his fidelity of purpose in establishing a high standard in the United States of the "art preservative of all art." You are indeed favored to be the son of so worthy a sire and the worthy successor of so able and distinguished an editor and publisher.

My wish is that the National Printer-Journalist may continue in future to fill as valuable a place in the journalistic field as it has in the past, and under your management I believe it will. Very truly yours,

H. M. YOUMANS,

Waukesha, Wis., January 8, 1918. Editor Freeman.

TEACHER OF JOURNALISM EXTENDS CONGRATULATIONS

Permit me to extend my congratulations to the Printer-Journalist on the arrival of its thirty-fifth anniversary. The Printer-Journalist has done and is doing excellent work for the printers and publishers of America, and I trust will long continue such splendid service.

Wishing your paper, therefore, many happy returns, I remain, Sincerely yours, W. P. KIRKWOOD,

Editor Publications University of Minnesota.

St. Paul, Minn., January 8, 1918.

VETERAN PUBLISHER OF THREE NEWSPAPERS PAYS WARM TRIBUTES OF PRAISE

It is an admitted fact that the wonderful advance made in recent years in practically every direction of industrial effort has been brought about by the suggestions and in fact we may say by the initiative of the trade press and conspicuous among these stands the National Printer-Journalist, published in Chicago, which is about to issue a special anniversary edition to celebrate the Thirty-fifth Anniversary of its founding.

We think we first had the pleasure of meeting the distinguished founder and editor of that journal, Mr. B. B. Herbert, at a meeting of the National Editorial Association held in Detroit in 1899 and so far as we know, Mr. Herbert attended every editorial convention held since that time and died in the harness last summer.

His influence since the founding of his journal, now thirty-five years old, has been immense, but we may say at the same time that the progress of the printing industry and the progress of the editorial fraternity in managing their various journals have all been developed more rapidly than could well have been conceived of thirty-five years ago, and in this development Mr. Herbert was a very prominent factor.

His son, Mr. Benjamin S. Herbert, who succeeded him in the editorial chair, is a chip of the old block and we feel quite sure that he will carry on the good work inaugurated by his father and we may say that he already has a very extensive acquaintance with the editors of the entire country, but his present control of the National Printer-Journalist will widen the scope of his work and he will unquestionably rise to the situation and meet it fully armed and equipped with all the data that is necessary and will maintain that high standard of work that marked his father's control of the Printer-Journalist and made it a reference journal for all the printing fraternity.

Our best wishes are extended to young Mr. Herbert that his success and popularity in his business will equal that of his father's before him.

JOHN DYMOND,

Editor of the Louisiana Planter and Sugar Manufacturer (English and Spanish Editions), and Lower Coast Gazette.

CONGRESSMAN ASHBROOK MOST COMPLIMENTARY

The National Printer-Journalist in my judgment is easily the best publication of its class in existence today. I have read it for more than twenty years and have watched with much interest its growth and remarkable development. It is certainly a high-class printer's and publisher's journal.

Very respectfully,

WILLIAM A. ASHBROOK, Member of Congress,

Publisher Independent,

Johnstown, Ohio.

Washington, D. C., January 8, 1918.

Other Congratulatory Messages will appear in the February number

MANUFACTURERS' NEWS

Harry Rowley, formerly General Manager of the Keystone Type Foundry, has accepted the position of General Sales Manager for the Hamilton Manufacturing Company, general office at Two Rivers, Wisconsin, branch office at Rahway, New Jersey, with manufacturing plants at Two Rivers, Wisconsin, and Chester, Pennsylvania. He assumed his new duties December 1st.

Mr. Rowley, a practical printer himself, for many years a recognized high-class salesman, knows the requirements of printers thoroly. He comes to the Hamilton Company with a long experience in dealing not only with printers, but with branch managers and salesmen.

He was born in Illinois, the son of a publisher of a country newspaper. He entered the printing business at an early age. At sixteen years he started out for himself, leaving as he supposed, for the far west. En route he stopped at Omaha, Nebraska, to visit relatives. This

Harry Rowley, Sales Manager for the Hamilton Manufacturing Company

stop spoiled the romance of his journey. He secured a position with the job printing firm of Klopp & Bartlett Company. A year later he became associated with the Rees Printing Company of Omaha, remaining with this concern for twelve years.

Mr. Rowley then joined his fortunes with the George H. Lee Company, a young and prosperous manufacturing concern of Omaha. His mission with this concern was to create an advertising department for the sale of the company's products.

Unforeseen developments in connection with the management of the Lee Company soon found Mr. Rowley manager of the manufacturing and selling departments. In three years he was Vice-president and General Manager.

The old saying "once a printer always a printer" proved true in Mr. Rowley's case. He longed to return to the field of his early business ventures, welcoming the opportunity which came to him in 1912 when F. W. Ayer, president of the Keystone Type Foundry, Philadelphia, Pa., offered Mr. Rowley the position of sales manager for all of the Keystone products. This was in connection with type founding and with the manufacture of steel furniture for printers, a line of business new to Mr. Rowley. He did not hesitate at the task involved. He had actually never seen a type foundry or sold a bill of goods to a printer. He had, however, that supreme confidence in himself that spells "success."

The results of Mr. Rowley's management soon confirmed the soundness of Mr. Ayer's judgment in selecting him for this responsible position. He was shortly appointed Assistant General Manager of the Keystone Type Foundry. In 1916 he became General Manager.

While with the Keystone he developed and standardized the concern's output of steel equipment for printers, attending to the organization of the efficiency selling force. He succeeded in placing steel equipment in the composing-rooms of many of the leading job and newspaper plants thruout the United States.

In going to the Hamilton Company, Mr. Rowley will give direct attention to efficiency methods. He will organize the efficiency service into a working unit. This service will, no doubt, be a good thing for the Hamilton Company and Mr. Rowley is to be congratulated in associating himself with this representative concern. He assumes his new position with a clear record of success. His thoro understanding of the requirements of printers will be sure to add new laurels to Mr. Rowley's career. It will be a good thing for printers to have him remain in the field.

* * *

Further evidences of Oswego Machine Works' growth and success, and the extension of the Oswego Cutting Machine service, are in the addition of a large new steel, stone, glass and cement building to the already large machine works at Oswego, N. Y., and the installation of a large number of new, heavy, latest improved machine tools, with further buildings in prospect, and also in the appointment of James I. Beall as Southwestern Representative covering the Middle West and Southern States, with office at 1500 Central National Bank Building, St. Louis, Mo.

During the past year, Oswego Machine Works has practically doubled its machine tool and other equipment by the the addition of the latest improved heavy automatic and other machinery, cranes and appliances, etc., devoted to the exclusive production of the Oswego Rapid-Production Cutting Machines. These increased facilities will conserve the condition always aimed at of being able to ship any one of the one hundred or so different sizes and styles of Oswego Cutters promptly from finished stock, and will enable the many good friends and customers of Oswego Machine Works to feel comfortable and secure in always being able to obtain the same prompt and efficient Oswego service as heretofore.

Mr. Beall carries with him the best wishes of his many friends in the business, and will establish a new high record mark for the Oswego and the Brown & Carver Cutters in the large territory he controls.

* * *

KEEPING LINOTYPE SUPPLIES IN STOCK

At this time, and in all probability for some time to come, the quality of service that the Mergenthaler Linotype Company has rendered its customers in meeting rush orders for emergency supplies may be seriously qualified by freight and traffic delays incident to war conditions. Now is the time to take stock of emergency equipments and supplies and send in orders in time to

have the supplies on hand ready for service. A Linotype standing still waiting for supplies to be sent from the factory, and such supplies stalled on the road, is not a profitable condition for the owner of the Linotype. Notwithstanding that the Mergenthaler Linotype factory is rushed to capacity, and beyond its capacity at this time, we issue this warning to our readers, and in obedience to the ideas presented by the administration for national coöperation in business. Take stock. Consider the future, by your past experiences. Order sufficient supplies of all that you are most likely to need. By this means you will establish an insurance against unnecessary but avoidable loss in time and money. The Mergenthaler Linotype Company will coöperate with you in any event but the obstacles of neglect are sometimes insuperable.

RECENT PURCHASERS OF LINOTYPES

Raleigh (N. C.) Independent; Columbia (Pa.) News; Columbus (Ohio) Franklin Printing Co.; Cambridge (Mass.) Cambridge Mailing Co.; Marion (Ind.) Chronicle; Alton (Ill.) Times; Chicago (Ill.)The Ingleside Press; Philadelphia (Pa.) Inquirer; Arcadia (La.) Democrat; Chicago (Ill.) Fraternal Press; Olean (N. Y.) Times; Jacksonville (Fla.) Times-Union; Dallas (Texas) Bradfield Bros. Printing Co.; Portland (Me.) Express; Scottville (Mich.) Enterprise; Hartford City (Ind.) News; Tulsa (Okla.) Democrat and Times; Gadsden (Ala.) Journal; Helena (Mont.) Independent; Shelby (Ohio) Shelby Printing Co.; Susquehanna (Pa.) Transcript and Ledger; Akron (Ohio) Times; Hartford (Ky.) Republican; Tionesta (Pa.) Republican; Jackson (Miss.) Hederman Bros.; Pittsburgh (Pa.) Record Linotyping Co.; Elm Creek (Neb.) Beacon; Saginaw (Mich.) Courier-Herald; Brooklyn (N. Y.) The Alma Press.

BARNHART'S WASHINGTON HOUSE COMPLETES MONSTER JOB FOR UNCLE SAM

Barnhart Brothers & Spindler's Washington house took the contract for the recent removal of the Map Department and Lithograph Office of the United States Geological Survey of the Interior Department at Washington, D. C. The old location was on F Street, near Fourteenth; the office was removed to the new Interior Building across from the War, Navy and State Department Buildings.

Mr. W. Seton Kent, manager of Barnhart's Washington branch, says it was a monster job, and took twenty-nine days to complete the transfer. The hauling cost from $80.00 to $130.00 per day. Two crews were employed in dismantling the machinery and two crews in erecting it.

The largest items in the office were thirty-two lithograph and offset presses, one being a four-color Hall press, of the size of a modern metropolitan daily newspaper press. Barnhart Brothers & Spindler not only did the moving but furnished the foundations and did the electric wiring. They contracted to do the work in sixty days but were able to complete it in less than half that time.

Mr. Mitchell, executive clerk, commenting unofficially on the work, says he appreciates heartily the energy and ability displayed, under adverse conditions and in spite of unforeseen obstacles of no little import, which he believes any other than experts would have found unsurmountable.

AMERICAN MOVES TO NEW QUARTERS

The Chicago offices and salesrooms of the American Type Founders Company have been removed to the five-story building at 517-519 West Monroe Street, between Canal and Clinton Streets. This propery has been leased for ten years, with the option of renewal for ten years. The building is in a very favorable location, for it is near the two large new railroad depots and will be easily reached from all sections of the city when the new river bridge is completed. The old quarters had been occupied for twenty years, and Monroe Street had been the location for fifty years.

The Sinclair & Valentine Company of New York is patriotic as well as it is generous in its treatment of employes. The latest evidence of this company's altruism is the issuance of thrift cards to all of its employes. Attached to each card, in the upper left-hand corner, is a 25-cent thrift stamp.

Accompanying the thrift card is card of explanation and suggestion, containing the sentence: "See what you can do toward saving a penny or two each for purchasing additional stamps."

In a letter dated December 19th, Mr. A. O. Eldridge adds the information: "We have already had several responses from the men in the purchase of additional stamps."

A new production recently added to the Hamilton line is their No. S 5229 Lock-up Truck. This truck is a great time-saver for the stoneman as it brings the necessary materials within his easy reach and makes it unnecessary for frequent journeyings about the room to find furniture, quoins, benzine can, brayer, etc., all of which are provided for this truck. While the truck has only recently been placed on the market, it is already used successfully in some large offices where it has proven to be a great time-saver and convenience.

DANGERS OF OVER-ECONOMY — By Joseph P. Barry of the Providence (R. I.) Journal and the Evening Bulletin.

Three years ago efficiency was a subject which nearly all publishers refused to discuss. Most of them considered it red tape that did not help them to get anywhere, and in consequence the amount wasted in the publishing business would have financed a fair sized "Liberty Loan."

But when the cost of production jumped over one hundred per cent and even the most prosperous publishers say the imperative necessity of reducing their cost without cheapening their product, they overcame their antipathies and set themselves to the task of eliminating every kind of waste.

Today the publishing business can be classed with the most efficiently conducted businesses of the country, and when the world becomes tranquil again the present high cost of production may well turn out to have been a blessing in disguise.

I think everyone will admit that the circulation managers have "done their bit" in this war on waste—returns have been eliminated, press room and mailing room waste cut to a minimum, free copies reduced or cut out entirely, and in many cases the prices have been increased.

However, there has been a tendency on the part of some to over-economize and to reduce their costs at the expense of efficiency.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . .

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WANTED—COPIES OF NATIONAL PRINTER-JOURNALIST from January 1, 1888 to January 1, 1904, to complete two sets of files for Schools of Journalism of Columbia University, New York City, and University of Texas. Please write, stating what copies or volumes you can furnish. NATIONAL PRINTER-JOURNALIST.

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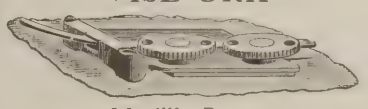

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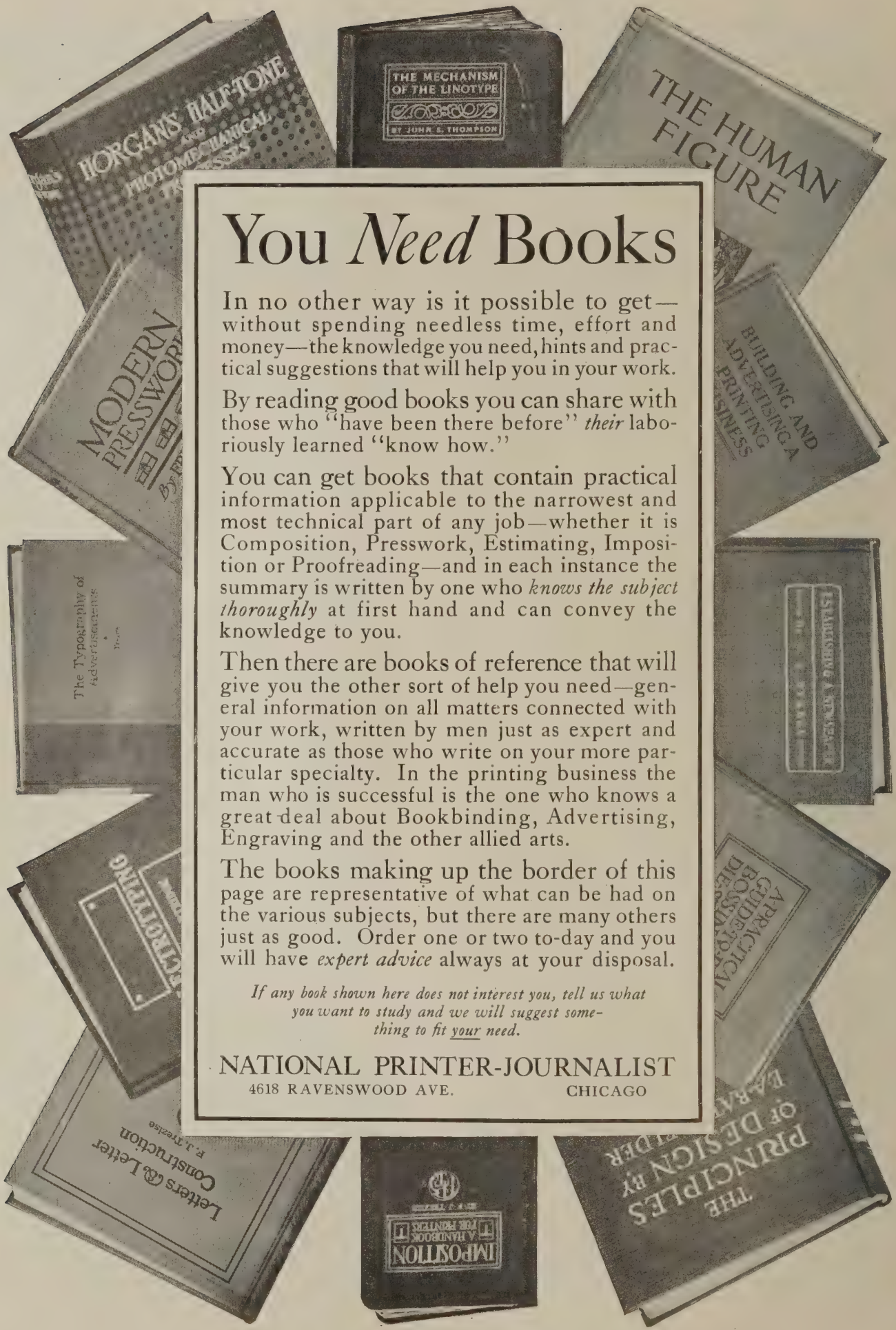

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VOLUME THIRTY-SIX CHICAGO, ILLINOIS, FEBRUARY 1918 NUMBER TWO

THE NECESSITY OF A NATIONAL EDITORIAL ORGANIZATION

By H. C. Hotaling, Mapleton, Minn., President National Editorial Association

FOR thirty-three years the publishers of America have been convinced of the necessity of a national organization. The idea was first suggested by a country newspaperman from my own state, a past-president of the Minnesota Editorial Association, the late Father B. B. Herbert, of Chicago, who in the early days edited and published the Red Wing Republican.

Whatever the needs of coöperation in the past, the necessity of today is so evident that every state and district organization of newspaper workers which has had a personal presentation of the situation has voted unanimously to do its bit in helping to bring the publishers of America into one solid, compact working organization. Never before in the history of this country have the people themselves been as united and solidified as they are today.

We are all working in closer formation and it is absolutely necessary to win the war, and if the publishers are to win they, too, will have to line up shoulder to shoulder. At no previous time have there been so many questions affecting the very life of the printing industry, a business which is one of the most important in this country, involving as it does not only millions of dollars but giving employment to millions of workers.

Every publisher, no matter how small his office, is familiar at least with his own experience in purchasing print paper the past eighteen months, altho the smaller offices using ready-prints have not had to shoulder the full burden owing to the generosity of the manufacturers of the patent sheets in assuming half of the added cost of paper. In many instances print prices exacted were little less than robbery and with no other basis for the advancement than the fact that the paper barons had the publishers by the throat and could demand all that the traffic would bear, and a little more in some instances, by compelling the buyer to pay the freight from the mill instead of from the jobber as formerly.

This hold-up would have continued indefinitely had it not been for the activities of the National Editorial Association and the American Publishers Association, who, working together, secured the appointment of a Federal Trade Commission to investigate prices and costs. Thru this commission a division of paper was secured for a time sufficient to keep many publishers from suspending publication. The commission was unable to secure the paper to keep up this practice and soon learned that the paper trust was bigger than it was and that they would have to go to Congress for additional power.

The situation was so desperate that many offices did not know from week to week where the paper was coming from to continue their publications. In my own office where I was protected by a contract that had not yet expired and had additional orders placed amounting to several tons, there were weeks when I did not know whether I could publish the next issue or not. Shipments were restricted and came along sometimes two and again three bundles at a time, the jobber claiming it necessary to piece it out to keep all supplied.

Prices demanded were so far above normal that many publications gave up the ghost, while others turned over practically their entire profits to enrich the coffers of the print-paper manufacturers. So rapacious and open were these men in their unreasonable demands upon the publishers that the commission had no trouble in securing sufficient evidence so that a few of them were indicted by the federal authorities and for the time being they eased up on the market a trifle. They paid fines of $2,500 each and promised to be good; the fines, however, were but a drop in the bucket as compared to their extortions.

The slight reductions made were not due to the fines but were rather a sop thrown out to put the newspapers off of their guard in the hopes of bringing about friendly relations long enough to defeat the legislation fathered by Senator Smith of Arizona, which is aimed to place the paper mills under Federal control. This measure may not seem necessary in the eyes of some publishers, who may think it a step toward socialism, but its importance is as great as governmental control of many commodities and become more apparent when one is brought face to face with the fact that unless such steps are taken many publications will have to retire from business.

The serious significance of the situation is shown in a report made by the Federal Trade Commission to United States Senator Kellogg, whose friendliness to the

country press cannot be doubted. This report states that but two mills in the United States and seven in the Dominion of Canada have shown a willingness to turn over the output of their mills and that in the event of shortage they cannot supply publishers, therefore country editors unprotected by contracts would have but one alternative and that would be to suspend publication. Very few of us who have worked years to build up a little business care to be snuffed out in this unceremonious manner. We at least ask a fighting chance to remain in our fields.

The National Editorial Association proposes that you shall each have that chance and we are here to ask you to be one of the fighters, but whether you help or not, by giving us your coöperation and assistance this Association will continue as long as it has the means to fight these battles, your battles in the halls of legislation at Washington, altho there is an immense lot of truth in the old adage that Heaven helps those who help themselves. The officers of the National Editorial Association are giving of their time and money for the good of the cause, some of the sacrifices made should never be permitted they are so unfair, but they go on because of a lack of coöperation on the part of many publishers who do not stop to think of what is going on outside of their own sanctums.

This is not because of a spirit of selfishness in the heart of the country editors, or a desire to shirk the responsibility, but because of an absence of knowledge as to the seriousness of the situation. I do not believe, I cannot believe there is an editor worthy of the name in the United States who is not willing to do his part, and help if shown the importance of backing up the men on the firing line at Washington. Neither do I believe the Government itself realizes the seriousness of the situation.

We have been astounded and dismayed by the revolution in Russia which has prolonged the war and made it necessary for the Allied Nations to sacrifice millions more of lives. If such a condition takes place in Russia, what may be expected in this country should the newspapers which mould public opinion be crushed at this critical moment in our country's history. I shudder at the thought of the result.

Past-President Tomlinson in his annual address in Minneapolis last summer, stated that the legislative committee of the National Editorial Association had during the past year saved the publishers of America something like $25,000,000 in print-paper bills. This is a vast sum and if it could be prorated among the 20,000 publishers of America would amount to $1,200 each. This is more paper than many of us use, but all benefitted in proportion to the amount of paper consumed. Since the Minneapolis gathering additional temporary reductions have been obtained and still more must be secured before the publishers obtain a fair deal.

Many do not realize the importance of the newspaper business or the amount of paper necessary to keep the wheels going round. During the past year the publishers of this country paid $150,000,000 for print paper alone. When the price was raised a single cent it meant an additional cost of $30,000,000 to the printer, and you know as well as I do how manly cents it was advanced above and beyond a legitimate price.

James Hutchinson, who reported the print paper hearings for the Editor and Publisher, makes the statement that a variation of one-tenth of a cent per pound means an increased cost to newspaper-makers of $3,000,000, some of it to be taken out of the hides of publishers, for that is the only way the money can be paid by the country editors, as in numerous instances it is manifestly impossible to pass the increased cost along either to the reader or the advertiser, altho some of us are trying to do so by increasing advertising and subscription rates.

Print paper, however, is but one of many matters which are receiving attention from the National Editorial Association. Postal rates, thru the zone system and other restrictions indicate dangers ahead. Some of the provisions of the law will work hardships and circumscribe the revenue of your printing offices.

The Editor and Publisher of New York, in its issue of January 5th, says editorially: "It is the conviction of men who are close to the situation in Washington that only thru a united effort and concerted action by the publishers of the country may the publishing industry be spared from the operation of a rate law which will not merely add a burden of expense but would involve, in its workings, an amount of clerical detail which would stagger the average publishing organization."

Then there is the return envelope proposition which like a sore thumb is ever in evidence. The Government in this respect is not following its own advice as to saving and as to thrift when it continues to sell such goods in competition with the country publishers for less than cost. A united effort might at least amputate this sore member.

Under present conditions with so many organizations and no central connection between them too much work is being done at cross purposes in place of working as a unit. An association in California, another in Maine and a third in Texas send representatives to Washington. Single-handed they are unable to employ an attorney and means they have are largely wasted in paying railway fares to and from Washington.

Their representatives, while they want to aid the publishers of their respective states, cannot accomplish anything thru a lack of concentration of effort and cooperation of publishers from other parts of the country. With one strong central organization the publishers of the United States could wield a power that would not go unheeded in legislative chambers, and would at least curb the demands of those who would take the last pound of flesh from the smaller publishers as they would be in a position financially and numerically to build paper mills if necessary.

The old shotgun method now being followed scatters shot all over the Congressional barnyard and cannot be compared to what should be attained by the use of a more modern forty-eight centimeter gun such as we would have in a solidified organization of representatives from the various associations in the forty-eight states which go to make up this nation.

At this time we are asked to conserve, to save the waste. How much easier it would be for the National Secretary to keep in touch with a couple of hundred state and district organizations than to keep up a line of communicating trenches with 20,000 individual publishers scattered from Maine to California, and be done under three-cent letter postage costing, as it would, a thousand dollars to send out a single communication to each publisher in the land.

In our individual capacity as country publishers we are unable to see far beyond the horizon of our own fields. Our efforts are limited to a comparatively small circle and unless we work in unison with other publishers our efforts are largely wasted, but by working together things generally worth while are brought within reach.

The vital question is, shall we continue as single threads that are easily broken or unite into ropes of greater strength in our district and state organizations, combining the whole into a mighty cable thru the medium of a nation-wide organization that will have sufficient strength and vitality to withstand the strain under which the press of the country is now placed. With such an organization vast waste could be eliminated; the press at the same time could be made to receive just remuneration for its services, and many lines which are now closed to them be opened for their development.

Take the Liberty Loan for illustration. It should have been promoted on a basis of business, not editorial loyalty and charity. Had business methods been adopted and followed it would not have been necessary to increase the interest on the second loan with a view of still further increase in the third loan which automatically increases the cost of all the previous loans. The high rate is already compelling banking houses and trust companies to advance their interest rates, thereby unnecessarily increasing the cost of living, as this will in turn mean an increased rate of commercial paper. It is an endless chain that works only to the good of those of vast wealth.

Across our border in Canada the Government is using paid advertising in the city and country press, and I believe that our Government will yet come to recognize that the press wields a power worthy of serious consideration; that advertising space is a commodity just as much as iron ore or wheat and that all are being used to win the war. The publisher is willing to do his bit, and even more than his share, but he does not relish the idea that his government considers his advertising space, the source of his bread and butter, unworthy of the same recognition conceded to all other commodities. As a matter of fact he objects strenuously to the discrimination as unjust and as unworthy this great Nation.

That printer's ink had its value in the promotion of the Liberty Loan was illustrated in thousands of instances. In my home town, where the second loan was advertised, it went over the top of the previous loan that was not advertised, ten fold. In the promotion of the first and second loans the Government wasted thousands and thousands of dollars in the preparation, printing and distribution of millions of expensive posters, thousands of which never reached the eye of the public, but undoubtedly performed a service in saving fuel at various centers thruout the country.

A prominent officer of a bank and trust company informed me that he was fairly drowned with this sort of publicity, and found on investigation that smaller towns tributary to his city had been supplied with the literature direct so he could see no need of wasting postage for further dissemination of the posters, especially as he had no franking privilege. It is said that 5,000,000 of these expensive posters were printed, many of them in three to five colors, and the commercial printers who turned them out were not asked to donate them either. Aside from being posted one or two in each of the banks and perhaps in the postoffice, in the smaller town who ever saw one of them?

As there are but 11,000 towns in the United States it is shown an average of 455 of the posters were allotted to each town and city in the country. As 7,000 of the towns, as a matter of fact, probably did not have over ten posters each at the extreme limit, or a total of 70,000, there remained 4,993,000 for the remaining 4,000 towns, but half of these places had less than 2,500 people and it is not likely that they fared any better than the first division just menioned in proportion to population. If so, they received twenty-five posters each, or a total of 62,500 still leaving a grand total of 4,867,500 for the remaining 2,000 cities of over 2,500 people, a poster for practically every family there represented, or in the language of Leslie's Weekly, a sufficient number "with which to plaster every public and private building, every street corner and every billboard that could be reached with this sort of unprofitable and offensive publicity."

As a matter of fact, however, this publicity was not secured, for if the truth were known fully half of it was wasted thru remaining in the hands of bankers, postmasters or others to whom it had been mailed for distribution. Besides the posters there must have been carloads of pamphlets, an unnecessary supply being sent out with often a duplication in distribution, with the result that many communities received supplies in excess of their needs.

The waste-baskets of every printing office in America can testify to the unnecessary waste of good paper in similar ways the past year. Besides the real publicity that counted, millions of dollars of it, too, was contributed and donated by the city and country press, by business men and corporations who realized that the press was being imposed upon and as loyal citizens desired and offered to carry a part of the load.

The value of newspaper publicity has been lately realized and acknowledged by the treasury department and in order to secure more space of this character an advertising division has been established by the committee on public information at Washington. A trained advertising man has been placed at its head.

His idea is to have the business man of the community contribute the funds necessary to pay for the space used in the local press. It is a good idea as far as it goes and one which I have tried out in my own field by having business men, farmers and others pay for liberty loans and thrift publicity. They took liberal space, but the scheme is not a mine that can be worked indefinitely, especially in the smaller towns. You can not ask the same men to keep on donating day after day, and that is about what it amounts to in the country districts where the rural publisher resides and must make his living. You can arrange a donation party for the parson this week, but it would prove a serious undertaking to follow up the plan next week and the week after

While I solicited for several loan ads for the second issue, I cannot ask the business men of my community to come across for other similar ads, much as I would like to have the advertising. It is equally as unjust that a few public-spirited business men pay for this advertising as it is that the publisher himself should give the space week after week. The publisher is willing and glad to promote every loyal and patriotic proposition presented. He gives space, time and money, more perhaps, than any other individual in the community, but there is a limit to the load which even a country publisher can carry, altho he yields to no class of men in his loyalty to the nation.

We want to win the war and win it we will, hence there is great necessity at this time for the fullest and most complete coöperation with the Government on the part of the publishers. Especially should we aid Mr. Courtland Smith, of the American Press in his efforts to encourage saving and the purchase of thrift stamps. This work is of an educational character and articles well

worth reading and well worth heeding can be prepared, setting forth the necessity of cutting out the waste. Our people do not know what economy is.

We have wasted much not only in riotous living but in endeavoring to ape the neighbor next door, whose income perhaps is several times our own and who can afford to live in stately styles. We have a big task ahead of us as the thought-moulders of America, and while believing in optimism we should not be blind to the seriousness of the situation with which we are now confronted. At all times we should coöperate fully in handling the war news, such as the movement of troops battleships and transports with a view of helping and not hindering the Government.

Just why the press has been handed the tarred end of the stick in matters governmental is hard to decipher unless it is in keeping with the scriptural injunction, whom the Lord loveth he chasteneth. The publishers have been told how much their efforts are appreciated, and they should be further recognized as they have given generously of their space to assist every move calculated to aid in this hour of the Nation's stress.

They have boosted the Liberty Loans, the Red Cross, the farm labor bureaus, the state safety commissions, the Agricultural Department, the thrift movement, the Y. M. C. A. and K. C. campaigns, which will aid in making life more pleasant for the boys in training camp and trenches. So generous has been this contribution of space that it has been acknowledged by various departments of the Government, but "thank you's" will not pay printer's bills or paper costs.

There is such a thing as killing the hen that lays the golden egg, and one of the greatest statesmen this country has ever known, Thomas Jefferson, aptly stated the situation when he said: "If it were left to me to decide whether we should have a government without newspapers or newspapers without a government, I should not hesitate a moment to choose the latter." The father of the Declaration of Independence believed in a free press realizing that a muzzled or controlled press was a menace to liberty and to a free government. But we want a free government and a free press also, and the way to insure both is to secure an organization of sufficient strength to protect our rights and see that they are not trampled upon.

The necessity for a closer union of the press of this country is vital and unless the publishers get together they will pay the costs, for legislation detrimental to their interests and aspirations is in contemplation. There will not only be continued extortions on the part of the manufacturers of print paper, but postal rates will become burdensome, so heavy that publishers must rise as one man and demand fair play and fair treatment. And right here comes the necessity for working together.

Henry Branson Varner, who represented the National Editorial Association legislative committee at Washington last summer as well as his own state association of North Carolina, says that the publishers of this country can accomplish anything that they want if they will only get together and stick together. But the trouble is the publishers of the country have never learned that lesson and I am afraid they never will.

All the fighting that has been done in Washington during the past twelve months has been done by a few men and a few people have paid the expense. The fight is not over by any means, in fact, the fight will never end. There could not have been a raise in postage if our people had stood together."

In order to attain what we are working for we must have a united country press working as a whole for the good of our beloved country. And when this union is attained the power of the country editor will be such that neither politicians nor paper manufacturers will dare to coerce or rob them.

Commenting upon the achievements of such hoped for unity, Edward Percy Howard of New York, says: "One of these days the publishers of country papers will learn the folly of playing a lone hand. Sooner or later they will understand that their interests are interwoven with those of their fellow publishers, and that if any marked progress is to be made in the country newspaper field, it must be the result of country newspaper owners moving as a unit and not as individuals. The influence of a single country newspaper, except within the sphere of its circulation, is meaningless.

The individual country newspaper has and can have no weight in shaping national legislation in its favor nor in fighting legislation prejudicial to its interests. But the country press moving as a unit sings quite another song. It is more powerful in Washington than all the city newspapers put together. Once let the country newspaper publisher realize this, once let him develop a breadth of mind sufficient to induce him to merge a few pet ideas into action aimed at the common good, once let him become sufficiently unselfish to fight for those things which will benefit the country press as a whole tho they may not affect him individually, and the day of the country press will have dawned."

I sincerely believe that the day of the country press is now nearing dawn, as never before have the publishers evidenced a greater inclination to get together. The National Association wants the coöperation of every editorial association in the land, no matter how small, and in order to secure it, a way has been paved for such organizations to join as a whole by the payment of the small fee of fifty cents per capita.

Indifference may lead to defeat of the move to secure the backing and aid of all the publishers of the country. If so, it but postpones the day when the press shall come to a just recognition of its importance as the most potent power for good in the Nation. As a mouthpiece of the National organization, I ask that this convention give this important step sincere consideration. Your help and coöperation is needed. You need us and we need you.

PRACTICAL WORK OF NATIONAL EDITORIAL ASSOCIATION ENDORSED

At the Tri-State Press Convention held at Memphis, Tenn., on Thursday and Friday, January 24th and 25th, 1918, the following resolution was unanimously adopted:

Resolved, That the Tri-State Press Association, representing Arkansas, Mississippi and Tennessee in Convention assembled at Memphis, heartily endorse and approve the practical work of the National Editorial Association, not only along legislative lines but in the effort of its officers to coördinate all of the Editorial organizations in America into a united body, working for the good of the press everywhere; and be it further

Resolved, That we not only join the National Editorial Association, but also urge every other state and district organization to do so, believing that only by such united action can we secure relief from the present distressing print paper situation and the oncoming objectionable postal legislation.

AMONG THE ASSOCIATIONS

IN UNITY NPJ IS STRENGTH

[Editorial Note.—Officers of all Press and Printers' organizations are urged to make regular use of this department.]

Northern Minnesota Editorial Association

THE Northern Minnesota Editorial Association held its annual meeting at Fergus Falls, January 17th and 18th. The convention was held in Elks' Hall, with a representative attendance from the territory covered by the the associations, which embraces dailies and weeklies in more than half the counties of the State.

The convention voted unanimously to join the National Editorial Association in a body. Following is the program, which was of great interest to the members present:

Friday, February 15th
Forenoon—Registration
10 O'clock

Call to Order.
Address of Welcome—Hon. Cavour S. Langdon, President Minneapolis Civic and Commerce Association.
Response on behalf of Minnesota Editorial Association by Vice-President A. O. Moreaux, of Luverne Herald.
President's Annual Address, by President Fred E. Hadley of Winnebago Enterprise.
Secretary's Report for 1917.
"Newspaper Imperfections—Some Remedies Suggested." —By A. F. Allen of Sioux City (Ia.) Journal.

Afternoon—1:30 O'clock

"Why I Want a Country Paper," by Geo. Akerson of Minneapolis Tribune.
Discussion led by Harry Wheelock of Wheelock's Weekly, Fergus Falls.
Historian's Record, by L. C. Hodgson (Larry Ho) of "A Kodak on the Highway."
Reports of Standing Committees—Legislative Committee, Minnesota Guaranteed List, Committee on Necrology, Audit Committee, Coöperative Buying, Committee on Constitutional Changes, Committee dealing with Legal Publications and Blanks.

Friday Evening

A Program of Patriotism. Detailed announcements later.

Saturday, February 16th—Forenoon—9:30 O'clock

One Hour of Estimating, by W. T. Leyden of Winona.
Free-for-all Discussion.
The Two Dollar Per Year Rate, by A. M. Welles of Worthington Globe.
Discussion led by Will Y. Sanborn of Madelia News.
The Gold Medal Agreement—Both President Courtland Smith and Vice-President N. A. Huse of the American Press Association promised to be here from New York to discuss this important matter and the relation between the Government and the country newspapers.

Afternoon—1:30 O'clock

A State-Owned Paper Mill, by Hon. Oscar Arneson, Supt. State Timber Department of Minnesota.
A Confession, by Mrs. Allene Bayrell of Wheaton Traveler.
Deferred Business; Work not completed on day preceding; Good and Welfare; Election of Officers; Auld Lang Syne.

Officers were elected as follows: President, George E. Ericson, Northern News, Spooner; vice-president, W. E. Verity, Pioneer-Journal, Maderna; secretary-treasurer, A. G. (Doc) Rutledge, of Minneapolis.

Wadena was chosen for the annual business meeting next winter, and the summer outing will be held in Glenwood.

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Massachusetts Press Association

The annual meeting and reunion of the Massachusetts Press Association was held on January 14th at the new Hotel Victoria, Boston, at which time the election of officers took place. Ernest H. Pierce of the Revere Journal, formerly vice-president of the N. E. A., was elected to the presidency, and the old board of officers re-elected substantially, aside from the presidency. The Association voted to join the N. E. A. and file a list of its active membership with that organization, as a basis for enrollment. Following the business session a banquet took place, at which the ladies were present. President Leon M. Conwell of the Somerville Journal, who during two years has given the association a lively and profitable administration, presided. The principal speaker was Rev. Willard Scott, D.D., of Brookline.

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Missouri Valley Typographical Association

The anuual meeting of the Missouri Valley Typographical Association was held at Oklahoma City, Okla., January 22nd.

W. C. Waters of Des Moines, Ia., was elected president and Charles Rhode of St. Joseph, Mo., secretary-treasurer. Wichita, Kansas, was selected as the convention city for next year.

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Indiana Republican Editorial Association

The mid-winter meeting of the Indiana Republican Editorial Association was held at the Hotel Severin, Indianapolis, January 25th. The convention was considered one of the most interesting the association has ever held.

The following are the officers elected for the ensuing year: Frank Self, Corydon Republican, president; Fred I. King, Wabash Plain-Dealer, vice-president; A. M. Smith, Crawfordsville Journal, secretary; W. G. Oliver, Franklin, treasurer.

* * *

Ohio Associated Dailies

The annual convention of the Ohio Editorial Association was held in Columbus, January 29th and 30th.

Among the prominent speakers were Governor Cox, Courtland Smith, William G. Shepherd, United States

war correspondent; President Alston Ellis, of the Ohio University, and Captain Frank Hunter, who represented General E. S. Glenn of Camp Sherman.

Courtland Smith, president of the American Press Association, protested against the policy of the Government in wasting time and money in sending out useless circulars instead of using newspaper space and paying for it.

Following Mr. Smith's address, Governor Cox, who is a newspaper owner and editor, said that in his opinion newspapers should NOT be paid for Government advertising, and said that after the war the newspaper men could then be proud of the part they played without having the stain of war profiteering upon them.

After a heated discussion, the proposition presented by Charles Johnson Post, of the Publishers' Advisory Board, asking that the association go on record as condemning the zone system of postal rates, was rejected.

Mr. F. W. Bush, of the Athens Messenger, spoke on the subject of "The Field and how to Develop It." George F. Burba of the Columbus Dispatch, spoke on the "Making of the Newspaper," and E. P. Adler of the Davenport (Ia.) Times, read a paper on, "What War has done for Newspapers."

The question of joining the National Editorial Association was left in the hands of the executive committee, which unanimously favored the action.

The following officers were re-elected: President, G. W. C. Perry, of the Scioto Gazette, of Chillicothe; first vice-president, Fred W. Bush, of the Athens Messenger; second vice-president, Egbert H. Mack of the Sandusky Register; secretary, Louis H. Brush, of the Salem News, and treasurer, Frank Harper, of the Mt. Vernon Banner.

* * *

Vermont Press Association

The annual convention of the Vermont Press Association was held at Middlebury College, January 18th and 19th, and was said to be the most valuable and interesting meeting in the history of the organization. More than half the editors of the state were in attendance.

The program at the afternoon session was: Address, "The Kind of Editorials that make Readers," C. T. Fairfield of Rutland; Symposium, "How to Increase Financial Receipts," led by M. W. Wilson of Bristol and W. C. Belknap of Bellows Falls; address, "Coöperation," L. T. Thayer of Morrisville; address, "Foolish Things Vermont Publishers Do," M. C. Reynolds of Essex Junction; address, "Duty of Vermont Press in Time of War," L. B. Johnson of Randolph and H. L. Hindley of Rutland.

Officers were chosen as follows: President, W. C. Belknap, (re-elected), Bellows Falls Times; secretary-treasurer, C. E. Crane, Middlebury Register. One vice-president was elected from each county in the state.

* * *

Tri-State Press Association

The Tri-State Press Association held its meeting at the Gayoso Hotel in Memphis on January 24th and 25th. The association will meet each January in Memphis and its object is to promote the welfare of the publishing interests thruout Tennessee, Arkansas and Mississippi.

Thursday, January 24th

Convention called to order by Ed Albright, president of Tennessee Press Association, Gallatin Tenn.

Invocation, Bishop Thomas F. Gailor.

Election of convention chairman and secretary.

Welcome Address—W. C. Johnson, president of Memphis Chamber of Commerce. Response, A. C. Anderson, publisher of the Ripley (Tenn.) Sentinel.

"Object and Purposes of the Tri-State Meeting.—Symposium led by R. O. Shaefer, publisher of the Southern Construction News, of Little Rock, Ark.

"Value of Coöperation—Why Newspaper Men should Organize"—Guy P. Clark, publisher Daily Register, Clarksdale, Miss.

"Patriotism of the Press during the War Crisis"—Gov. C. H. Brough of Arkansas.

"The National Editorial Association—Closer Union with the States"—H. C. Hotaling, president of the National Editorial Association.

Appointment of Committees.

"The Arkansas Publicity Law"—Earle W. Hodges, Little Rock, Ark.

"New Legislation Needed by Arkansas, Tennessee and Mississippi Publishers"—James I. Finney, publisher the Herald, Columbia, Tenn.

General discussion by C. H. Rooks, publisher Courier-Chronicle, Humboldt, Tenn.; Walker Wood, publisher Winona (Miss.) Times; William B. Folsom, publisher Argus, Brinkley, Ark., and others.

"Our Libel Laws—What They are and What They should be"—C. P. J. Mooney, editor Memphis Commercial Appeal.

General Discussion by Rob Roy, publisher Times, Alexandria, Tenn; Howard S. Williams, editor Hattiesburg (Miss.) Daily American; J. L. Brady, publisher Times-Record, Fort Smith, Ark.

"Plans for the National Editorial Association Convention at Little Rock and Hot Springs"—Frank N. Henderson, publisher England (Ark.) Courier.

Address—Hon. George E. Hosmer, Denver, Colo., chairman Legislative Committee, National Editorial Association.

"The Publisher and Postage Rates"—Charles Johnson Post, director of Publishers' Advisory Board, New York.

"Essential Elements of a Good Weekly Newspaper"—O. F. Lawrence, publisher Grenada (Miss.) Sentinel.

Discussion by F. R. Ogilvie, publisher Brownsville (Tenn.) States-Graphic; F. R. Birdsall, Yazoo (Miss.) Sentinel; Mrs. Ada H. Roussan, publisher Osceola (Ark.) Times.

"Editorial Preparedness"—Erwin C. Funk, publisher Rogers (Ark.) Democrat.

Friday, January 25th

"Making the Small City Daily Pay"—J. L. Gillespie, publisher Greenwood (Miss.) Commonwealth.

Discussion by W. O. Troutt, publisher Jonesburg (Ark.) Sun; Jesse Long, Business Manager Jackson (Tenn.) Sun; Munsey Slack, publisher the Staff, Johnson City, Tenn.

"Finding the Cost in the Country Newspaper Office"—John C. Rogers, publisher States-Gazette, Dyersburg, Tenn.

Discussion by T. L. Pound, president Arkansas Press Association, publisher Democrat, Danville, Ark.; Will Hight, Ackerman, Miss.; J. C. Cunningham, publisher Newton (Miss.) Record.

Address, Hon. Harris Dickson, Vicksburg, Miss.

"The Rate Card"—C. N. Harris, editor Madison County Herald, Canton, Miss.

Discussion by James B. Hedge, Jr., the Maryville (Tenn.) Enterprise; Louis Spence, Piggott (Ark.) Banner.

"How to Solicit and Hold Advertising"—J. N. McCord, publisher Lewisburg (Tenn.) Gazette.

Discussion by John R. Rison, Jr., business manager Paris (Tenn.) Post-Intelligencer; T. M. Hederman, business manager Clarion-Ledger, Jackson, Miss.; Charles M. Young, publisher Helena (Ark.) World.

Miscellaneous business.

"How to Secure and Handle Foreign Advertising"—Arthur Livingston, publisher Russellville (Ark.) Courier-Democrat.

Discussion by Charles T. Crawford, Lawrenceburg (Tenn.) Democrat; M. J. McGuire, Yazoo (Miss.) County News.

"The News Print Situation"—George Morris, Memphis News-Scimitar.

"Necessity for Adequate Subscription Rates"—R. H. Henry, Jackson (Miss.) Clarion-Ledger, and Joe Holbrook, Dresden (Tenn.) Enterprise.

Report of Committees.

Report of Committee on Permanent Organization.

Following are the association's first officers: President, Ed Albright, Gallatin (Tenn.) News; vice-president, Guy P. Clark, Clarksdale (Miss.) Register; treasurer, R. O. Schaefer, Southern Construction News, Little Rock, Ark.; secretary, Harry B. Potter, Fountain City, Tenn.; members, executive committee, J. L. Gillespie, Greenwood (Miss.) Commonwealth, and John A. Riggs, Hot Springs (Ark.) Daily New Era.

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Middle Tennessee Editors' League

The regular quarterly meeting of the Middle Tennessee Editors' League was held at Springfield January 11th.

A paper by Mrs. Hervey Whitfield, wife of the vice-president of the association, was read by the secretary. D. M. Drenan of Nashville spoke on, "New Ways of Cutting Costs," after which there was discussion of the subject, led by Edward Albright. A. L. Dorsey of Springfield spoke on, "Need of Better Organization," and Nell Glenn of Springfield gave an address on, "How to Help Merchants Prepare Their Advertising."

On motion by F. O. Wallace, seconded by Edward Albright, the association voted to join the National Editorial Association in a body.

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Utah Press Association Convention Postponed

The meeting of the Utah Press Association, which was planned for January 14-15, has been postponed until April 8-9, and a record-breaking attendance is counted upon.

* * *

Northwestern Daily Press Association

The Northwestern Daily Press Association is a new organization composed of publishers of daily newspapers in the smaller cities of Minnesota, North and South Dakota. The first meeting was held recently at Minneapolis.

Mr. S. C. Theis, formerly advertising manager of the American Press Association, was engaged to act as foreign representative and will open offices immediately in New York, Chicago and Minneapolis. Mr. Theis' business will be to convince national advertisers that they have failed to appreciate the possibilities of Minnesota and the Dakotas.

The Northwestern Daily Press Association expects to hold quarterly meetings in Minneapolis.

The officers are: President, L. S. Whitcomb, Albert Lea (Minn.) Tribune; secretary and treasurer, Howard Bratton, Faribault (Minn.) News-Republican; executive committee, C. L. Dotson, Sioux Falls (S. D.) Press; Frank Day, Fairmont (Minn.) Sentinel; Fred Schilplin, St. Cloud (Minn.) Times.

Iowa Press Association

Following is the program of the third annual convention of the Iowa Press Association held at the Savery Hotel, Des Moines, February 9-10-11:—

Saturday, February 9th

10:00 A. M.

Registration and Distribution of Badges.

1:30 P. M. Address of Welcome—Mayor MacVicar, Des Moines.

Response—By the President, S. G. Goldthwaite, Boone News-Republican.

Reports of Secretary and Treasurer.

"What the War has done to and for Newspapers"—E. P. Adler, Davenport Times.

"Manufacturing and Newspaper Interests"—Frank I. Ringer, Secretary Nebraska Manufacturers' Association, Lincoln, Neb.

Report on Questionnaire on Newspaper and Job Prices—F. W. Beckman, Department of Journalism, Ames, Iowa.

"Cartooning the War and Other Things"—J. N. Darling, Des Moines Register.

Discussion on Paid Government Advertising—General.

Appointment of Committees—By the President.

Saturday Evening

7:00 P. M. Banquet tendered the Greater Des Moines Committee, with Speakers of National Renown.

Sunday, February 10th

10:30 A. M.—Address by Dean Walter Williams, Missouri School of Journalism, Columbia, Mo.

Vocal Selections—Miss Viola Stacey, Adair, Iowa.

11:30 A. M. Inspection of the New Register-Tribune Building.

1:30 P. M. Visit to Army Cantonment at Camp Dodge. Informal Meeting at Y. M. C. A. Auditorium, Camp Dodge.

8:30 P. M. Entertainment arranged by Greater Des Moines Committee.

Monday, February 11th

9:00 A. M. Meeting Associated Iowa Dailies—D. M. Conroy, President, Mason City, Iowa.

Meeting Ben Franklin Clubs.

9:30 A. M. "Net vs. Discount Rate to Advertisers"—J. F. Temple, Dodge Bugle.

"History of Early Iowa Newspapering"—Edgar R. Harlan, Curator Historical Department of Iowa.

"The Necessity of a National Organization"—H. C. Hotaling, President N. E. A., Mapleton, Minn.

Secretary's Report—Field Secretary, G. L. Caswell, Denison, Iowa.

1:30 P. M. "The Help Problem"—D. M. Conroy, Mason City Globe-Gazette.

Talk on Foreign Advertising—By an Advertising Agency Expert.

Reports of Committees.

Decision of Judges in Newspaper Makeup Contest for Des Moines Register-Tribune Silver Cup. Prize awarded on makeup of all pages, of regular issues printed prior to January 25, 1918.

Election of Officers.

Adjournment.

The convention is conceded to have been the best ever held in Iowa.

Nebraska Press Association

This is the program of the annual convention of the Nebraska Press Association held at Lincoln, February 21-22 and 23.

(Lincoln Hotel, Headquarters)

Thursday Evening, February 21

6:30 P. M. Banquet tendered by Lincoln Commercial Club to Members of the Nebraska Press Association and ladies.

Address—Ross Hammond of the Fremont Tribune, giving Experiences at the Battle Fronts in Europe.

Friday, February 22nd

9:00 A. M. Registration of Members and Distribution of Badges, Programs, etc.

10:00 A. M. Regular Order of Business. Calling the Roll. Reading Minutes of Preceding Meeting. Reports of Executive Committee and Offrcers.

Address—Retiring President, Clark Perkins, Aurora Republican.

Friday Afternoon

1:30 P. M. Address of Welcome—By the Mayor.

Response—Lieutenant Governor Edgar Howard, Columbus Telegram.

"Hints on Foreign Advertising"—A. S. Borglum, Manager Darlow Advertising Company, Omaha.

Election of Officers for ensuing year.

"Subscription Expirations and Collections"—J. G. Alden, York Republican.

Reading of Correspondence and Miscellaneous Business.

"Composing Machine Care and Cost of Composition" —A. H. Backhaus, Pierce Leader.

Report on Questionnaire on Newspaper and Job Printing Prices—C. G. Carlton, Oakland Indedependent.

Viewing Display of Front Page Makeup and Other Exhibits. A good prize will be awarded and honorable mention to best half dozen for front pages printed before January 26, 1918.

Saturday, February 23rd

9:00 A. M. Foreign Advertising and the "Gold Medal Agreement"—N. A. Huse, American Press Association, New York.

"Bargain Day and Special Editions"—M. A. Brown, Kearney Hub.

"Is the $2.00 Weekly to Stay?"—J. P. O'Furey, Hartington News.

"Printers' Ink as a War Ration"—E. V. Parrish, Publicity Manager Federal Food Administration for Nebraska.

Report of Field Secretary, G. L. Caswell.

1:30 P. M. Foreign Advertising sans Agency Commission—Lew Shelley, Fairbury News.

"Confession of a Reformed Banker"—O. O. Buck, Howard Courier.

"Newspaper Legislation"—H. M. Davis, Ord Journal.

"Subscription Voting Contests"—E. R. Purcell, Broken Bow Chief.

"War Emergency and the Newspaper Business"—Adam Brede, Hastings Tribune.

Reports of Committees and Announcements of Prizes in Front Page Makeup Contest.

Adjournment.

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Redwood County (Minn.) Press Association

A new county association was formed on January 5th by editors of the Redwood County newspapers. The officers elected are: H. B. West of the Morgan Messenger, president; W. C. Starr of the Redwood Sun, vice-president, and Bess M. Wilson of the Redwood Gazette, secretary and treasurer.

* * *

Washington Newspaper Association

The annual meeting of the Washington Newspaper Association was held recently at Seattle.

Each of the eight-two members agreed to advance approximately $150 to incorporate and finance a supply company to purchase printing supplies at wholesale rates.

$12,000 was appropriated for the activities of the association for the ensuing year, about 50 per cent of which will be used for the purpose of advertising the association in the Eastern trade papers. The remainder will cover the salary and expenses of E. E. Troxell, executive secretary.

E. H. Thomas, of the committee of the association on relations with the National Editorial Association, suggested the planning of a tri-State meeting of newspaper representatives for 1919, with the possibility of interesting the national association in joining.

The following officers were elected: Sol H. Lewis, editor of the Lynden Tribune, was re-elected president of the Association; J. C. Harrigan, editor of the Colville Examiner, vice-president; I. H. Case, editor of the Vashon Island News, second vice-president, and C. A. Sprague, editor of the Ritzville Journal-News, secretary.

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Oklahoma Press Association

The mid-winter meeting of the Oklahoma Press Association was held at Oklahoma City, January 18-19.

Hon. Geo. E. Hosmer, of Denver, representing the N. E. A., delivered an address on "National Legislation Affecting Country Newspapers," and E. K. Whiting of Owatonna, spoke on the subject of costs. Hon. Charles D. Morris of St. Joseph gave a talk on, "Country Newspapers During and After the War." N. A. Nichols of El Reno led discussion on the subject of, "How to Hooverize the Back Shop."

Addresses were also given by C. C. McDaniel and M. C. Trautwein of the Thomas Tribune.

* * *

Minnesota Editorial Association

The annual meeting of the Minnesota Editorial Association has been set for February 15-16. It will be preceded by the editors' short course at the State University Farm from February 11 to 14.

William Allen White of the Emporia Gazette, J. M. Imrie, secretary of the Canadian Press Association, and J. A. Borden of the United Typothetae are among the speakers that are in prospect. Emphasis this year will be placed on the business side of the paper in the morning and on the editorial side in the afternoons.

Colorado Editorial Association

The Colorado Editorial Association held its mid-winter meeting at Denver, January 21-22.

* * *

Arkansas Press Association

The mid-winter meeting of the Arkansas Press Association was held in Little Rock, January 25th. The meeting was devoted chiefly to preparation for the entertainment of the National Editorial Association, which will meet in Little Rock and Hot Springs in June.

Resolutions were passed condemning the zone postal law for second-class matter.

* * *

Florida Press Association

The executive committee of the Florida State Press Association will be called together in the near future to take charge of arranging dates and other details for the annual meeting in 1918.

(Continued on page 120)

BOOKKEEPING AND COST FINDING FOR PRINTERS

FUNDAMENTAL BOOKKEEPING PRINCIPLES FOR PRINTERS

ASSIGNMENT II—CONCLUDED

The Trial Balance and Balance Sheet

AFTER the entries have been posted to the proper accounts in the ledger, a trial balance of the accounts is taken "to prove the accuracy of the posting." A trial balance has been defined as "a statement of ledger accounts prepared after the books of a concern have been posted, but before the closing entries have been made, showing in two parallel money columns either the total debit and total credit of each ledger account, or the difference between the debit side and credit side of each ledger account. While the trial balance proves whether or not the debit totals equal the credit totals, it does not prove that the amounts have been posted to the proper accounts or that proper accounts were correctly named in the first place. However, it is customary to assume the work to be correct, if the "trial balance proves." It is simply a matter of choice whether total debits and credits or only balances are entered in the trial balance columns. As an exhibit of the status of the accounts, it is probably clearer to list the excesses of one side over the other.

Arrangements of Accounts in the Ledger.—There are two distinct methods of arrangement of accounts in the ledger. One is to place real (inventory, merchandise, and liability) accounts first, followed by nominal (expense) accounts, and finally proprietorship accounts. The other method is to place all nominal (expense) accounts first, followed by the real (inventory, merchandise, liability) and proprietorship accounts. It should be remembered that the accounts of a ledger are to be used in making up various statements and the balance sheet, and, if similar accounts are kept in the same part of the ledger, great convenience will result in not having to look in various places for like accounts.

Loss and Gain Account.—Following the proving of the trial balance, the Loss and Gain account is opened, and all nominal (expense) accounts are closed into it. The inventories of stock and equipment are taken, the net gains or losses as a result of the operations of the period are determined, and the proprietorship is credited with the gain or charged with the loss. Various statements and the balance sheet are then compiled. In order to illustrate the trial balance and the Loss and Gain account, let us consider the business of A and determine whether or not he has made money on the jobs referred to in Assignment I. Such a trial balance would appear as shown in Exhibit 11 (taking the accounts in the order in which they were brought into the illustration):

In order to determine the exact loss or gain of the period, the labor and power charge should be known as well as several other items, as will be shown later. However, the operation of determining the loss or gain is illustrated here as well as in any other group of accounts.

	First Method		Second Method	
	Totals		Balances	
	Debit	Credit	Debit	Credit
Cash	4042.75	550.59	3492.16	
A		4000.00		4000.00
Expense	45.00		45.00	
Equipment	1375.00		1375.00	
Z Supply Co.		875.00		875.00
Merchandise Purchases	5.59		5.59	
Merchandise Sales		42.75		42.75
	5468.34	5468.34	4917.75	4917.75

EXHIBIT 11

It will be necessary by a journal entry to charge the Loss and Gain account with all losses, and to credit it with all profits. If the accounts listed in the trial balance are examined, it will be noted that there are two accounts which show losses—Expense and Merchandise Purchases. The amount of the merchandise purchases is recorded as a loss in the Loss and Gain account; it is, of course, counter-balanced by the amount of the merchandise sales which is to be recorded as a gain in the Loss and Gain account. In the present case the entire amount of merchandise purchases is posted as a loss to the debit side of the Loss and Gain account; this is on account of the fact that all the merchandise purchased has been sold — there is none on hand at the time the books are closed. If there were any on hand, the amount to be posted as a loss from the Merchandise Purchases account to the Loss and Gain account would be found by substracting from the total merchandise purchases the value of the amount of merchandise on hand. The journal entry which will result in the debiting of the Loss and Gain account with the losses shown by the Expense and Merchandise Purchases accounts its as follows:

Loss and Gain $50.59
Expense $45.00
Merchandise Purchases 5.59

The only profit made during the period is shown by the Merchandise Sales account. The amount of merchandise sales is transferred as a gain to the debit side of the Loss and Gain account, where, of course, it will be partly balanced by the amount of Merchandise Purchases already posted as a loss. The journal entry which will result in the crediting of the Loss and Gain account with the amount of the merchandise sales is as follows:

Merchandise Sales $42.75
Loss and Gain $42.75

These accounts are posted to the ledger, and, since no account has heretofore been opened with Loss and Gain, it is necessary to open one now. The Loss and Gain account after the two journal entries just described have been posted to it will appear as shown in Exhibit 12.

LOSS AND GAIN

Feb.	7		J	50	59	Feb.	7		J	42	75

Exhibit 12

When the $45.00 is posted to the credit of Expense, that account is in balance, and is closed. The Merchandise Purchases and the Merchandise Sales accounts are also closed. The method of ruling and closing these accounts is shown in Exhibit 13.

EXPENSE

Feb.	1	(cash)		35	00	Feb.	7		J	45	00
	1	(cash)		5	00						
	3	(cash)		5	00						
				45	00					45	00

MERCHANDISE PURCHASES

Feb.	5		J	1	84	Feb.	7		J	5	59
	6		J	3	75						
				5	59					5	59

MERCHANDISE SALES

Feb.	7		J	42	75	Feb.	6		J	5	75
							7		J	17	00
							7		J	20	00
				42	75					42	75

Exhibit 13

It will then be necessary to transfer the balance of the Loss and Gain account (in this case a loss) to A's account. This is accomplished by the following journal entry:

A .....$ 7.84
Loss and Gain ..... $ 7.84

When this balance is posted, the Loss and Gain account is made to balance, and A's account will stand as shown in Exhibit 14.

A

Feb.	7		J	7	84	Feb.	1	Cash		4000	00

Exhibit 14

Closing the Accounts.—The entries in A's account mean that A's net investment is not $4,000 as it was at the beginning, but that he

A

Feb	7		J	7	84	Feb.	1	(Cash)		4000	00
	7	Pres Wth		3992	16						
				4000	00					4000	00
						Feb.	8	Present Worth		3992	16

CASH

Feb	1	(A)		4000	00	Feb.	1	(Expense)		35	00
	5		J	5	75		1	(Equipment)		500	00
	7		J	17	00		1	(Expense)		5	00
	7		J	20	00		3	(Expense)		5	00
							5		J	1	84
							6		J	3	75
							7	Balance		3492	16
				4042	75					4042	75
Feb.	8	Balance		3492	16						

EXPENSE

Feb.	1	(Cash)		35	00	Feb.	7		J	45	00
	1	(Cash)		5	00						
	1	(Cash)		5	00						
				45	00					45	00

EQUIPMENT

Feb.	1	(Cash)		1375	00						

Z SUPPLY CO.

						Feb.	1	(Equipment)		875	00

LOSS AND GAIN

Feb	7		J	50	59	Feb.	7		J	42	75
							7		J	7	84
				50	59					50	59

Exhibit 15

has actually lost $7.84; he is worth $7.84 less than he was worth when he started in business. In order to find his present worth (the amount of investment with which he starts the next period) the account must be balanced. After balancing and closing A's account, as well as the Loss and Gain account and the Cash account, the face of A's ledger will appear as shown in Exhibits 13 and 15.

It will now be possible to obtain a statement of the condition of the business at the close of business February 7th. The statement of the condition of the business, as taken from the books, is called a balance sheet. The form assumed by such a statement for A follows:

Resources		Liabilities	
Cash.....	$3,492.16	Z Supply Co..	$ 875.00
Equipment..	1,375.00	A	3,992.16
	$4,867.16		$4,867.16

Six Column Statements.—Still another method of arranging the trial balance, Loss and Gain account, and balance sheet is by using what is known as the six column statement. This statement contains columns for entering the folio of the ledger on which the account is found, the name of the account, two columns for the trial balance (debit and credit), two for Loss and Gain, and two for the balance sheet ac-

counts. Such a statement for the business of A would appear as shown in Exhibit 16.

A regular order is followed in recording all transactions that occur in business. First, all transactions are entered in the journal or other book of original entry. Second, they are posted to the ledger. Third, at given periods, preferably monthly, a trial balance is taken of the accounts in the ledger. Fourth, the gains or losses of the period are determined. Fifth, the status of the business is shown by making a balance sheet.

Several things are worthy of especial consideration in this series of operations.

Open Enough Accounts.—One of the most important things to remember in accounting is to have as many accounts as may be necessary; you should not try to have as few as possible. For example, the account "Expense" is greatly abused, for often into it is thrown everything that does not seem to belong any-

L.F.	Name of Account	Trial Balance Debit	Trial Balance Credit	Loss	Gain	Balance Sheet Assets	Balance Sheet Liabilities
	Cash	4042 75	550 59			3492 16	
	A		4000 00				3992 16
	Expense	45 00		45 00			
	Equipment	1375 00				1375 00	
	Z Supply Co.		875 00				875 00
	Mdse. Purchases	5 59		5 59			
	Merchandise Sales		42 75		42 75		
		5468 34	5468 34	50 59	42 75	4867 16	4867 16
	A's Net Loss.				7 84		
				50 59	50 59		

EXHIBIT 16

where else. At the end of a period when the proprietor tries to analyze this account and interpret it, it is practically impossible to do so because of the great number of different items included under the generic term Expense. If the account is to be capable of ready interpretation, Expense should be subdivided as far as possible—perhaps into Salesmen's Salaries, Light, Heat, Power, Office Salaries, Postage, Carfare, Office Stationery and Printing, Telephone, Rent, etc. In this way, each account serves some real purpose, and it is not necessary to go over all entries in the expense account in order to find, for example, the amount expended for postage.

The situation is similar with respect to the Equipment account. This account should be subdivided into as many different classes of equipment as possible, in order that the exact knowledge of each machine or kind of equipment may be obtainable. The equipment which A bought for $1,375, then, should be itemized, and separate accounts should be kept with Platen Presses, Type, Type Cabinets, Stones, Cutter, Furniture, Cabinet, Motors, and Miscellaneous Small Equipment.

The Loss and Gain account is opened only when the books are closed, and the account is closed when the net loss or gain has been determined. It is not an account which should stand open on a set of books at all times. In single proprietorship or partnership accounts any net loss or net gain is generally charged or credited to the owners directly, while in a corporation the net profit is transferred to a Surplus account and the net loss to an Impairment of Capital account.

Arrangement of Balance Sheet.—The balance sheet of a business is supposed to give a true statement of the condition of the business as of a given date, according to the values listed upon the books. It behooves every printer, then, to have those values as nearly true as possible, and so to have the book value of his business as close to the actual worth as possible. As we have already stated, the balance sheet is made up of two parts, assets (what the business owns) and liabilities (what the business owes). The assets and liabilities of a business should be arranged in some logical order, so that comparison between similar classes may be made. For example, if the current assets are listed first on the asset side, the current liabilities should be listed first on the liability side, for current assets and current liabilities are two general divisions to be compared. Has your business enough current assets to meet your current liabilities?

After the current assets and the current liabilities have been compared, then the funded liabilities are compared with the fixed assets, and it is better to have them occupy similar positions in their respective columns than to have them mixed among other accounts.

Capital and Revenue

One of the most important distinctions in accounting is between capital and revenue or, to use the words of the printer, "between inventory and expense." Let us see what various kinds of receipts and expenditures there are. All of them may be grouped into four divisions—capital receipts, capital expenditures, revunue receipts, and revenue expenditures.

Capital Receipts.—Capital receipts are the amounts you put into your business with the object of earning a revenue. In a partnership they are the amounts contributed by the various partners toward the common fund, to be employed as capital in the production of revenue. In the case of a corporation, capital receipts are the assets contributed as value for capital stock, cash for sale of bonds, and cash from all surplus capital investments.

Capital Expenditures.—Capital expenditures are the amounts you spend in placing your enterprise on a footing to do business. A general illustration of this would be the purchase of equipment for the print-shop. If you bought land and put up a building, these expenditures would be capital expenditures. A capital expenditure is simply the exchanging of one kind of assets for another of supposedly equal value. Then, too, expenditures for permanently improving equipment buildings, etc., are considered capital expenditures. So it is seen that capital expenditures are sums of money spent in the acquisition of capital assets or in the permanent improvement of existing assets.

Revenue Receipts.—Revenue receipts are the receipts derived from the printing business, or, in other words, they are all other sources of income not included in capital receipts.

Revenue Expenditures. — Revenue expenditures are expenditures for operating and maintaining the plant as a going concern. Such expenditures as rent, heat, light, labor, stock, etc., are revenue expenditures, for they are actually consumed in producing the printed page. These expenditures should be distinguished from capital expenditures. It is true that capital expenditures will in time prove valueless, but their annual decrease in value is a proper charge to revnue. Should the returns (the revenue receipts) be more than the revenue expenditures, you have made a profit; if less, you have suffered a loss. From the statements already drawn up, it will be noticed that all the accounts representing capital expenditures appeared upon the balance sheet, while revenue expenditures appeared in the trial balance but were closed into the Loss and Gain account.

Manipulation of Accounts.—In order to show how the accounts of a concern may be innocently manipulated and how a false balance sheet may thereby result, let us take some typical illustrations. Suppose your equipment is worth $5,000, and that during the year you have made repairs to that equipment amounting to $300. This clearly is a revenue expenditure. But suppose it is charged to the Equipment account—as a capital expenditure—and so is not to be written off in the Loss and Gain account. In this case you will have made apparently $300 more than actually was the case. The actual value of your asset is not $5,300, as this entry would indicate. If such a plan were pursued for some years, it would mean that the book value of equipment was very great, while the actual value might be its scrap value. You would have enjoyed larger profits during these years, yet really at a sacrifice of the capital which produced those profits. This method is followed and adopted by some unscrupulous business men in a "lean" year when business has not been good. In order to make the profits show as large as the year before, the revenue expenditures are capitalized. This should not be tolerated for one moment, and the printer should insist that his books show as near the actual truth concerning the worth of the business as is possible.

Let us consider a practice that is the reverse of the procedure that has just been explained. Suppose we charge to revenue expenditures not only repairs, but also some of the capital expenditures (permanent improvements and inventory). This means that more profits are actually made than are indicated on the balance sheet. Suppose that during the year $1,000 worth of permanent improvements were actually added to the plant, and that repairs amounted to $300. It may be that you have had a most successful year, and in some happy moment you decide to charge to Loss and Gain not only the $300, but even the $1,000 worth of permanent improvements. This, then, decreases your net profits for the year and also fails to have the Equipment account on your books record the proper value. You have been very conservative, you say; your equipment is worth more than the amount at which it it listed; you have created a reserve that you can fall back upon some time; but for every reason you advance for your procedure, the same answer holds true—your books should state as near the proper value as possible, and it is just as bad to overcharge as to undercharge the Loss and Gain account.

(This is a correspondence course in Cost Finding for Printers given by the University of Wisconsin Extension Division as a part of their service to the business people of Wisconsin.)

PLEASED WITH ANNIVERSARY NUMBER

Please accept my sincere congratulations on the Thirty-fifth Anniversary Number of the National Printer-Journalist. It is a splendid number and in every way was worthy of the traditions of the paper and most complimentary to the sons of the founder. The tribute to "Father" Herbert strikes a sympathetic note among all who knew Mr. Benjamin B. Herbert. I knew him for many years and while not intimately acquainted with him, I had great admiration for him. He had fine ideas and lofty ideals. He aimed to make his publication the best typographically and succeeded. He worked incessantly to improve conditions in all branches of the publication business, and because of his sincerity, his loyalty, patience and wisdom, he accomplished very much during these past thirty-five years.

I am very glad that his sons will continue to render the same kind of help and service.

Very truly yours,

HERBERT F. GUNNISON,

Publisher Brooklyn Daily Eagle.

Brooklyn, N. Y., January 28, 1918.

NEWSPAPER CRITICISMS

Address all communications to O. Bryon Copper, De Soto, Wis.

NOTHING is more conducive to the success and popularity of a newspaper than its appearance. That is a sweeping statement, nevertheless, I dare make it. Fifteen years ago this was but a mere theory with me; but today it is a verified fact.

Then, when I first begun advocating the "clean front page" for newspapers, I was severely criticised for recommending an innovation which was alleged practicable only for metropolitan publishers, who alone could afford to dictate to their advertisers. In some instances, too, my critics were newspaper men older in years and experience than I was and of more or less success in the calling.

But time has proved that a front page free of displayed advertising matter is wholly as feasible, and quite as advantageous, for the small home weekly, as for the great city daily, and I am pleased to note that among present-day newspapers one that carries displayed advertisements on its first page is the rare exception rather than the rule.

To a greater or lesser degree, according to nature and intelligence, all animate creation is susceptible to the law of attraction—and I speak not now of gravitation, but rather of allurement, enticement or charm. Naturalists assure us that this very fact accounts for the brilliant plumage of certain male birds, as well as for similar markings of certain animals, even for the touching melody heard in the sweet notes of the males among the forest's feathered songsters, and for the queer cries peculiar to some creatures during the mating seasons. 'Tis thus these denizens of cave and jungle attract the attention of their females.

Now, in the composite, the human being is no exception to this law of allurement, and one of the things by which this creature is attracted—this creature who in point of intelligence, reasoning powers and invention towers far above all other living species—is what is termed art, which includes a combination of color, tone, symmetry, harmony and proportion.

In order to attract, allure and charm, a thing must please, that is, must touch and stimulate a responsive chord within one's inner self. To be sure, the eye may be attracted—drawn toward—an inartistic object—even a hideous object—but so soon as that chief organ thru which the law of enticement works, the eye, has conveyed its message to the mind, the result is a feeling of revulsion, of loathing; whereas, in the case of an observation of beauty, the reverse emotion of pleasure or gratification is aroused.

I would not have it inferred from the foregoing that I mean to teach that only harmonies are artistic, for well I know that contrasts can be, and often are, really attractive—even pleasingly so. Even that which we term harmony is in truth but subdued contrast—a sort of difference in whispered tones, as it were. Take a study in blue, for instance, and note how all of the various tones melt softly into each other. There is nothing in the aspect to jar or startle the eye.

All this is to explain roughly why a newspaper whose front page, for example, is made up neatly, artistically and correctly, proves popular with its readers. Tho in the case of the vast majority of persons it may be unconscious, preference is doubtless due directly to this deep-seated fact of man's nature—the "law of allurement, alluded to above. As a matter of fact, I believe, deficiences in point of news-service and editorial work often escape notice in a paper the mechanical makeup of which reveals compliance with the fundamental canons of art.

I lay especial stress upon the importance of an artistic front page, because of another immutable law governing animals, again including man, namely, that subtle and lasting law of first impressions. How many horses have many of us known, for instance, who remained forever patently afraid of certain harmless objects, trembling in apparent terror at each sight of the thing, merely because of some fright received as a first impression; and how many men

there are, too, who all their lives have had to fight just such foolish prejudices and idiosyncrasies, palpably false, but none the less real to them, all because of the effect of some wrong first impression gained, it may be, in early childhood.

And every business man, particularly, is more or less familiar with the lasting influence of first impressions of certain people, and of the utter importance of a salesman, or of a diplomat, to make a good first impression when such sally forth upon their respective missions. Just so it is likewise essential that a newspaper make a good first impression upon whomsoever shall chance to pick it up, and that it may accomplish so much can be assured only in the degree that its front page is right in every detail of mechanical makeup.

Just as people are often charmed with a newspaper, without being conscious of the reason for their predilection, so also are they often displeased with a publication, throwing it down in disgust and irritation, often not realizing that their dislike is due to the grating effect of an unsymmetrical and unsightly arrangement of type matter.

Don't conclude too hastily that all this is far-fetched. Remember, printing—newspaper-making—is neither wholly a mechanical operation, nor wholly a work of art. It is an even mixture of the two, and therein lies the intricacy of the trade. Both these elements—mechanical skill and a clear sense of art—must be largely drawn upon in the correct making up of a newspaper page. It is not enough that the makeup man be a good mechanic; he must also be an artist. Build he must, to be sure, but he must also have in mind an ideal of unclouded beauty—tone, harmony, symmetry and balance.

It were difficult, off-hand, to state in words just how a newspaper page should be made up, for this is determined materially by the size of the form, the 'office style," and the matter to be handled. However, I might say, broadly, that a five-columned front page is best treated by having three "top heads" for the two outer and the one central column tops. These "top heads" may consist of two, or three, so-called "decks" or parts. Personally, for a heading in a page of the size here being considered, I prefer two cap lines of a condensed eight-point, set in "stair-step" order, followed by an inverted pyramid, in twelve-point of the same face, upper and lower case; but this may be elaborated by the addition of a full key-line (or two lines, "stair-step" style) of twelve-or fourteen-point caps, followed by a second pyramid of three or four lines in eight- or ten-point, it being understood, of course, that all head letters should be of an identical series.

The third, or central column, may be opened, if desired, with an empaneled "story" of some sort, in which case the head for this central column should be placed below the "box" or panel.

Secondary heads (in style like that described as the second "deck" for the "top heads") look well inserted in the alternate, or second and fourth columns, being placed say about four or five inches from the top.

The style here indicated is merely one of several excellent ways in which a five-columned page may be treated. A form of this size is one of the simplest to make up artistically. Another attractive result is achieved by using two double-column heads over each other of the two center columns, with a cut or panel in the center column top, the secondary heads appearing in co-related positions lower in the form. These double-column heads may be of two parts, each 26½ ems wide, the first part consisting of either one or two lines of eighteen- or twenty-four point condensed caps, followed by a two- or three-line pyramid of a smaller size of the same series; or, the first "deck" may consist of but one full cap line; and, in either case, the sub-deck should be of single-column width, inverted pyramid form, and the double column lines cut off from matter in the column below it (which may be unrelated matter, or, in the case of the left-hand head, matter running over from the first column) by a thirteen-em piece of column rule, which connects with the first column rule on the left-hand side and with the fourth column rule on the right-hand side, the connecting corners being finished off by the insertion of a nonpareil cap O, or other suitable corner-piece; or, in shops affording a slug-casting machine, 13½-em rules can be cast, the extra half-em comprising the cap O or ornament suggested for completing the corner. This makes a very attractive scheme, but it is clear, I hope, that in its adoption both the 13-em sub-heads must occupy the two outer columns.

The make-up of a seven-column page is very similar in principle to that described here for the five-columned page; only in the larger form one has better opportunity for the exploitation of double-column heads, and, in important instances, for heads of even wider measure. Here, also, is opportunity for working in empaneled boxes, "island heads," and all the various devices which may occur to a clever editor or an

artistic makeup for rendering the page attractive.

A six-columned page differs from the other two mentioned only in its even number of columns. In this size of form alternation of headings is impracticable, altho the commonness of this size makes its correct arrangement generally better comprehended by the average printer-journalist. As a mere suggestion, four single-column "top heads" may be used advantageously, inserting them in the first, third, fourth and six column tops. Secondary heads, or even heads like the "top heads," may appear in the alternating columns, that is, the second and fifth columns. Two double-column heads (of the style described) or even three of them, may be employed nicely in connection with a double-column "box" or cut opening the two central columns, and with secondary heads balanced in corresponding positions lower down in the second and fifth columns, and elsewhere, if desired. Or, single column heads may be employed at the top of the first and sixth columns, with a "box," a cut, or a double-column head, or both, in the two central columns, and with additional, or secondary, single-column heads in like lower positions in the second and fifth columns, as in the other scheme.

While I am aware that many newspaper-printers are capable of doing a good job in the making up of a newspaper, no editor is a complete success as such, who does not take a personal interest in this highly essential feature of the making of his paper. The editor should undertake a careful study of this phase of the work, and each week, as he begins to gather and write up his various items and stories, a mental picture of just what the front page of that issue of his paper is to be should begin to take form within his mind, and this picture he should clearly impart to the mechanic in charge of the makeup, so that the assembling of the various parts and portions may be carried out intelligently.

Thus I have confined myself at length to discussion of the makeup of the first page, but absence of reference to other pages of the newspaper should not be interpreted as meaning that the makeup of these is of much less importance. On the contrary, that one's product may be good all thru, and not like the dishonest farmer's bushel of apples, which was so arranged that a few nice big red specimens appeared on top, while the bottom of the basket was filled with a lot of little gnarly ones—that the good first impression created by the excellence of the front page may prove lasting and not diminish as the reader peruses further,—one's inner and back pages should be equally as correct and pleasing in detail of makeup as one's first page.

The making up of these latter pages, while admittedly a vastly simpler matter than that of the first page, is however less generally well done. Many newspaper-makers seem to feel that, if their front pages are all right, anything in this respect in the remainder of the sheet doesn't matter; but this is an emphatically wrong concept. I believe I am safe in saying that to the average reader of the home weekly, the inner, and even the back, pages, are quite, and often of even more, interest in nature of contents than the first page; hence the extreme importance of bestowing one's best efforts upon them in the makeup.

The proper method of making up these pages, as generally accepted among all modern authorities, is what is termed the "pyramid form." But this term I consider somewhat of a misnomer, as "triangular form" more clearly expresses the idea, since the effect secured by following out this ideal plan of makeup is more the shape of a right-angled triangle than pyramidical; hence in these columns henceforth it shall be referred to as the "triangular form."

In practice the "triangular form" of makeup means simply the placing of all advertisements in the lower right-hand corner of the page; but, in placing these ads, care must be exercised in seeing that the largest ad occupies the corner position. Above, this, then, the next largest ad appears, and above this, again, still the next largest, and so on, in as perfect a system of gradation as possible. Next, to the left of these ads, smaller ones are inserted, again introducing and following out with precision the same system of gradation, so that when completed the portion of the page occupied by the displayed matter is of "triangular" shape, as, in the past, has frequently been explained thru these columns of the National Printer-Journalist.

A newspaper made up thus, other features being equal, is sure to allure and tickle the reader's sense of art, and, at the same time it will appeal likewise to his practical side, because this method insures a reservation of the column tops for news, assorting the advertisements with system and regularity to such a portion of the page that the reader may conveniently refer to them whenever his mind is ripe and ready for a reception of the various messages which they bear, thus warranting to advertisers a better service in reality than would ordinarily result were their announcements

flaunted insolently in the reader's face, as it were, here and there in the paper's most conspicuous positions.

✧ ✧

Marseilles, Illinois, December 29, 1917.

National Printer-Journalist, Chicago, Ill.

Gentlemen:—I am sending you by this mail a roll containing Registers of recent dates, thinking that perhaps you might be interested in presenting a duplicate copy of the front page of one of them in your collection of front page cuts in some approaching issue. To my notice, the makeup is a neat one, as well as handy, for a small daily paper.

Respectfully yours,
FLOYD M. SIMMONS.

Altho it comes thus purely by chance, my very first contribution touches at once upon the important subject which monopolizes the preceding prefatory paragraphs. I have chosen this (Exhibit 1) Register front page for reproduction, in view of the fact that it is considerably better than the other two submitted, chiefly because of the use of the illustration and the more perfect degree of balance exhibited. In the November issue (without cartoon) every column top opens with a head, which is never desirable, unless each alternate heading is of secondary strength. And in this same page (that of November 22nd) the balance is ruined in the lower portion, by the appearance here of two heads in the fourth and fifth columns, whereas one of these ought, and easily could, have been placed in a nearly corresponding position in the second column. The artist who makes this paper up would do well to adopt, also, the little hint about the use of the 13½-em cut-off rules, with cap-O or suitable corner piece at one end, for separation of his double-column heads from the matter in the one-column following to which the head bears no reference. Notwithstanding these criticisms, this page of the Register is, as its editor suggests, very neat and creditable in its form of makeup.

✧ ✧

Condon, Oregon, December 31, 1917.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—I am sending you in separate wrapper a copy of the Globe's Christmas number and also a copy of the last regular issue.

Would be pleased to see your criticism of these papers, whether favorable or unfavorable.

Very truly yours,
H. O. HARTSHORN.

Notwithstanding such criticisms as I may be moved to offer in the course of this paragraph, as a means of improving the Condon Globe, in the event of future special editions, for instance, I must nevertheless begin my review with the remark that this is, all in all, a very creditable newspaper creation. In the first place, it is entirely a home-office product, every one of the fourteen pages having been made by the Globe force itself. How the title page was arranged is shown in Exhibit 2. To say that this number of the Globe was swollen to the point of overflowing with advertisements of local commercial concerns, would not be in the least hyperbolical, and, therefore, the mechanical makeup became an evident problem; nevertheless, the effort to sandwich columns, or patches, of reading matter in between these advertisements was erroneous. The displayed portions, in the main, were fairly well handled. An idea of that which the regular edition's initial page looks like may be gathered from a scrutiny of Exhibit 3, and all will join with me, I doubt not, in congratulating the workman responsible for the excellent makeup, as evidenced in uniformity of heads and exactness of balance. However, it strikes me, that a couple of the bordered "squibs" would have been more pleasing and more appropriate at the top of the second and fifth columns than at the bottom of the page.

✧ ✧

La Crosse, Wis., December 31, 1917.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—Emboldened by your review of a few ads in a previous issue of the Tribune and Leader-Press (in your December issue) I take the liberty of mailing you under separate cover two copies of our paper, containing ads which I wish you would give the "once over" at your convenience. I refer especially to the Barron ad on page 2 of the Sunday edition, and the Tillman ad in the Wednesday paper.

Here's a city of 35,000 and only one store—Doerflinger's—has an ad-writer; that is, he presents a "dummy" with each ad, beside the copy and cuts to be used; altho he never goes so far as to mark the size of type to be used.

Barron's, one of the biggest and best stores in the city, has this "system" (?): Whatever girl happens to be in charge of a department writes the "copy" for that particular section—the result, that you get a dozen or more pieces of copy, in as many different "hands," and with no effort at any particular style. You get this bunch of 'copy" and the size of the ad; then all you have to do is to pick out cuts of your own choosing, lay out the ad (that is, design it) mark it for the machine, and put on heads on the various sections. The man who sets the ad does all this, and, with the "hook" full of other ads, you can imagine that a fellow doesn't have much time to waste.

Then, take Tillman's ad: The order is: "Take whatever space is needed, don't waste any space, but take enough to give you a good display." Therefore, "temper your judgment with mercy."

I presume the conditions I mention above obtain in most other cities of this size and smaller; but it only emphasizes the fact that a printer now-a-days has to be something beside mechanical."

Give a fair apprentice an ad, with a "dummy" all laid out, and the chances are he can make a good ad out of it (provided, of course, the person who makes out the dummy has any sense of proportion and balance) but give this same printer a bunch of copy and tell him to "go ahead and make an ad out of it," and the result is likely to be far different.

I wonder if this point isn't very often overlooked in commenting on ads?

In closing I wish to state that I enjoyed your National Printer-Journalist very much, and wish it every success ,and yourself a happy New Year.

Fraternally,
ARTHUR L. SCHROEDER.
1727 Mississippi Street.

The foregoing letter from Brother Schroeder is greatly appreciated, because it portrays, in such true lines, the conditions which all too often confront an ad-man and stand as a heavy handicap to his abilities, yet simultaneously work to enhance and sharpen skill and capacities in other directions, for which he seldom gets credit. It is rather deplorable that a city the size of La Crosse doesn't afford more than one professional ad-writer. It has been the writer's good fortune to be employed in cities of only one-seventh the population accredited to this one, in the west, where conditions for the ad-man were less trying than those described by my correspondent, and which makes his achievements as compositor of the advertisements in the La Crosse Tribune and Leader-Press doubly commendable. There is a point of advantage, however, to which Brother Schroeder has not alluded (altho I am sure he will appreciate it so soon as it has been mentioned) and that is the liberty enjoyed by a compositor under circumstances such as he indicates as existing in the Gateway City, namely, the privilege to change copy and layout according to his own ideas of appropriateness and his own convenience, which are things that often become inhibitory where copy is

prepared by a professional advertising man. Such license, while dangerous in case the compositor does not know his business, is a decided advantage when he knows it as well as this Tribune ad-man does. The two ads to which my special attention has been directed are shown herewith as Exhibits 4 and 5. The Barron specimen (Exhibit 4) is Christmassy, symmetrical, and a wonderful creation of order and precision, to have come out of the chaos, as confessed by my correspondent in reference to this store's copy. Nor could anything of the kind, in like circumstances, be better conceived than the

The Daily Register

NEW RAILROAD DIRECTOR FOR U. S. TAKES CHARGE

BULLETIN

FREIGHT TO BE SPEEDED UP

Joan of Arc Saved France

FRANCE DECLINES PEACE AS PROPOSED BY KAISER

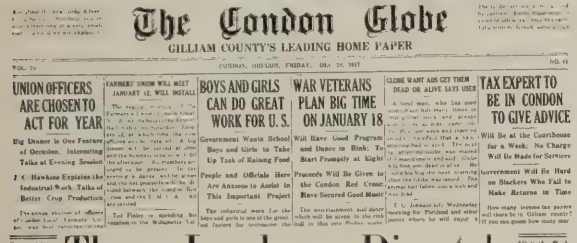
BULLETIN

BRITISH PRESS ALSO BITTER

CHANCE IS OFFERED TO ADOPT CHILDREN; GOOD HOMES NEEDED

DEFENSE LEAGUE IS ORGANIZED TO HELP SENECA'S SOLDIERS

No. 1


The Condon Globe

GILLIAM COUNTY'S LEADING HOME PAPER

UNION OFFICERS ARE CHOSEN TO ACT FOR YEAR

FARMERS' UNION WILL MEET JANUARY 12, WILL INSTALL

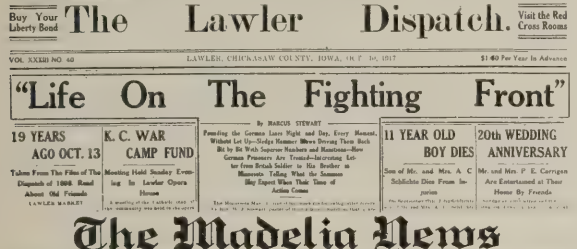
BOYS AND GIRLS CAN DO GREAT WORK FOR U. S.

WAR VETERANS PLAN BIG TIME ON JANUARY 18

GLOBE WANT ADS GET THEM DEAD OR ALIVE SAYS USER

TAX EXPERT TO BE IN CONDON TO GIVE ADVICE

No. 3


Buy Your Liberty Bond The Lawler Dispatch. Visit the Red Cross Rooms

"Life On The Fighting Front"

19 YEARS AGO OCT. 13

K. C. WAR CAMP FUND

11 YEAR OLD BOY DIES

20th WEDDING ANNIVERSARY

The Madelia News

No. 7

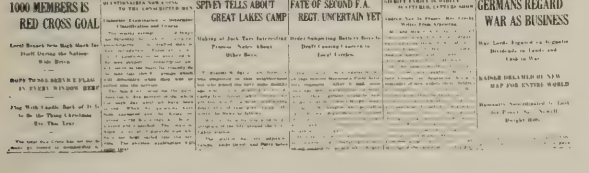
HOPE FOR DEPOT GIVEN NEW LIFE

POLICE GRAFT CHARGES STIR CHICAGO

PETITIONS MADE FOR NEW ROADS

The Madelia News

No. 8


1000 MEMBERS IS RED CROSS GOAL

SPIVEY TELLS ABOUT GREAT LAKES CAMP

FATE OF SECOND F. A. REGT. UNCERTAIN YET

GERMANS REGARD WAR AS BUSINESS

Tillman Bros. specimen (Exhibit 5). Brother Schroeder is a master ad-man. The chief beauty of his work lies in his ability to get out of the rut, without becoming freakish. Every detail of his product is performed with an evident perfect understanding of the mechanical fundamentals of his trade—and likewise of those higher and more intricate canons of art, which his trade includes.

✧ ✧

Lawler, Iowa, December 14, 1917.

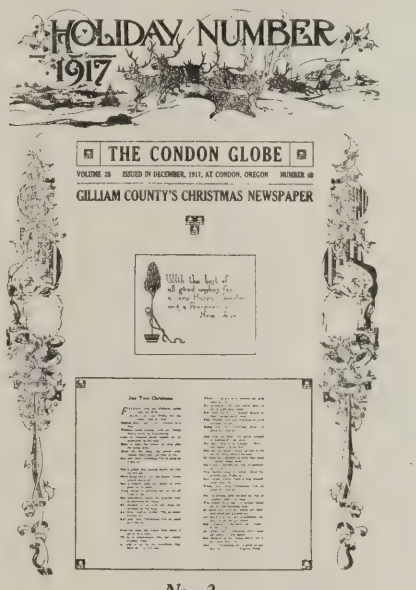
O. Byron Copper, De Soto, Wis.

Dear Sir:—Under separate cover I am sending samples of two Christmas editions which I planned out and did the mechanical work on. Also find one issue of Lawler Dispatch, which I wish you would inspect and let me hear as to the kind of work you find.

Yours truly,

E. E. CARPENTER,
Foreman Dispatch.

As the reader may note by an examination of the initial page here reproduced (Exhibit 6) in appearances, the Lawler Dispatch is an extraordinary sheet—extraordinary, because very queer, very odd. Beginning right at the top of the first page, the extremely wide spacing of the title is deplorably bad and obnoxious. There is no license for spacing displayed type like this. Such lines are entitled to normal spacing, no more. And how remarkably better this heading would look, with one-quarted the space between words, and with the surplus space distributed equally between the ends of the title line and the end blocks, to which the said line now sticks, as if glued there, or as if a very part of them. The inverted pyramids in the "top heads" lack uniformity in number of words and some of them are rendered unsightly by the wide spacing introduced as a means of eking out the desired trio of lines. Otherwise the makeup of this page is good, in spite of its unconventionality, altho the fault of wide spacing is again in evidence in the principal line in the displayed head, and displayed ads have no right in a front page position Brother Carpenter should further study the edicts of this department concerning the correct method of makeup, for other pages of a newspaper beside the first one, as explained minutely in the introductory paragraphs of this installment, are quite as important to the reader. I want to commend the presswork on this sheet, before I forget to do so, and likewise compliment the editor on the


HOLIDAY NUMBER 1917

THE CONDON GLOBE

GILLIAM COUNTY'S CHRISTMAS NEWSPAPER

No. 2

thoroness of his news-gathering. Wide spacing of display lines, imperfect massing, and narrow margins of white between borders and type matters, are defects which lower the standard of the advertisement composition, and I would suggest the elimination of the variety of borders and adoption of plain four-point rules for this purpose, as an appropriate move toward uniformity and simplicity, two important characteristics of good typography.

✧ ✧

Madelia, Minn., December 28, 1917.

O. Byron Copper, De Soto, Wis.

My dear Sir:—We are glad to comply with your request for a copy of the News for review in the

N. P.-J. We are not as strong on playing for such notice as some, but we are trying to get out as good a paper as we can and are not immune to praise from those who know. However, I am not so fatuous as to consider the News a model paper, knowing there are many so much better.

This paper is produced entirely by myself and one assistant, the latter, however, a man far above the average of printers to be found in country offices. In the production of the paper I do the editorial work, set the ads (except the guts that are run out for the machine) and do the greater part of the makeup, later helping with the presswork and the mailing. So you can see I have the production of it pretty much in my own hands. My lieutenant works on the machine and helps out on the other work as exigency requires. No mention of the News mechanically, however, would be complete without mention of S. Eugene Palmiter, the printer mentioned, who by the way is an old Wisconsin printer, learned the trade with the pioneer editor of the Augusta Eagle, Griff Jones, and later was employed on the Eau Claire Leader when the elder Atkinson was struggling for an existence, paying off the help with bundles of pennies turned in by the newsboys and with duebills taken in exchange for ads.

In addition to the current issue, I am sending under a separate cover a copy of the issue of February 1st, 1917, which won for the News the first prize in the statewide contest on first-page makeup in the six-column class, the contest being held in connection with the Short Course for Editors at the University. I didn't attend the short course, nor had I any thought of entering a copy of the paper until after it was out. I think

No. 4

you will agree that it shows no evidence of extraordinary pains in preparation for such a contest.

The issue of December 6th I am sending particularly to show the two page ads, especially the one of Pfefferle & Bill, which I somehow think is above the ordinary country weekly standard of ad composition. Wish you could have seen the copy

Doing the amount of work we do, and we turn out quite a bit of job work in addition to getting out the paper, it is simply out of the question to do as fine work as we are capable of doing had we the time to spare. Nor are we expert in handling presswork.

All of this I have written is by way of a fraternal chat, and not as material for writeup.

Very truly yours,

W. Y. SANBORN.

Brother Sanborn's "fraternal chat" is so full of "meat" that I cannot resist the impulse to pass it around. Am awfully glad he didn't say it was a personal chat, else, of course, courtesy would forbid. I learned of this excellent paper thru a former contributor to this department—Ray McClung, who lately jumped from his newsoffice in Washington state to accept a position with Uncle Sam's war publicity department in Washington city—and straightway I wrote Brother Will Y. Sanborn for the privilege of "viewing and reviewing" the Madelia News. It would be difficult, indeed, to find a finer home weekly, all around, than this is, and I am not at all surprised that a printer of the right sort (by which I mean one who wills to improve) once laying eyes upon this sheet, desires to become a regular weekly recipient of it. Notwithstanding there are many other prominent marks

No. 5

of perfection worthy of long comment, inasmuch as this is rather a "makeup edition" of "Newspaper Criticisms," for the present, therefore, I have chosen to confine myself exclusively to this one feature of the News—makeup, reserving notice of other points of excellence for future instalments. With this model paper—for, despite its publisher's modesty, I must call it that—the front page of each issue is a veritable duplicate of its predecessors, in style and design of mechanical makeup, so it can make little difference which one I select for reproduction. I am showing, however, the front page of the February issue, which won its makers first place in the state contest (Exhibit 7) and a front page from one of the later editions (Exhibit 8). These perfect specimens need no further comment from me, but those in need of a correct model should study these two reproductions with care. They forcefully illustrate the ideas I have attempted to suggest in my prefatory remarks on the subject of artistic makeup. Note particularly the exact nicety with which every detail has been treated. Note the perfect uniformity exhibited in every typographical feature, and the delectable degree of simplicity in evidence everywhere. These are the qualities which make this fine Minnesota weekly so exquisitely high grade.

✧ ✧

Memphis, Texas, December 17, 1917.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—Am sending by this mail several copies of The Memphis Democrat, for review in the Journalist.

Yours truly, JERRY DALTON.

As an aid in the consideration of the topic introduced in the prefatory paragraphs of this instalment of "Newspaper Criticisms," and in the demonstration of the fundamental law of art combined with mechanical skill, a brief promulgation of which is attempted in the paragraphs mentioned, nothing more desirable and appropriate could appear than this contribution from a long-time friend, Brother Jerry Dalton, editor and publisher of the Memphis, Texas, Democrat. The makeup of this excellent home weekly thruout embraces and exemplifies all of the essentials I have been attempting to expound thru these printed columns. The three front pages of this publication herewith as Exhibits 9, 10, and 11, emphasize perfectly how it is possible to vary one's mechan-

The Memphis Democrat

REGISTRANTS WHO MOVE MUST NOTIFY BOARDS

MEN IN QUOTA TO BE RE-CLASSIFIED

ENTRANCE TO CAPTURED GERMAN DUGOUT

PRESIDENT WANTS WAR ON AUSTRIA

HALL COUNTY SAILOR WRITES FROM HARVARD

No. 9

The Memphis Democrat

BRITISH TROOPS DRIVE TURKS OUT OF HOLY CITY

FERGUSON CASES ARE DISMISSED

The Sign of the Red Cross

HALL COUNTY BOY ON JACOB JONES

MEMPHIS BOY TELLS HOW IT FELLS TO FALL IN AIRPLANE

No. 10

The Memphis Democrat

CONGRESSWOMAN SPEAKS IN TEXAS

FRENCH CHILDREN "PAL" WITH AMERICAN TROOPS

STATE SANITARY INSPECTOR HERE

CLARENDON RAISES RED CROSS MONEY

RUSSIA OUTLINES ARMISTICE PLANS

GOVERNOR NAMES ADVISORY BOARD

BAPTISTS FAVOR WOMAN SUFFRAGE

No. 11

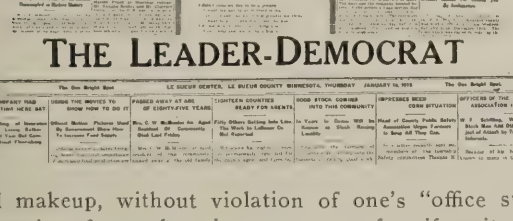
The Minden Courier

TELLS OF CRUELTY ALMOST PAST BELIEF

The Mother Of A Boy

ANNUAL CONVENTION OF FARMERS' UNION

No. 13


THE LEADER-DEMOCRAT

No. 15

ical makeup, without violation of one's "office style" or departing from the virtuous part of uniformity in any respect. As the reader studies these three handsome specimens, he cannot help being impressed with the remarkable versatility betrayed in the several schemes of makeup, which, however, are achieved without striding beyond the rules of art, such as tone (masses of dark, medium, and light gray), harmony (agreement of typography), symmetry (union and conformity of the various parts of the whole), and proportion (harmonic relation between parts). Here is is an editor who maintains, I'll wager, a mental picture of his page as he proceeds to prepare the manuscript for it, else how attain such a degree of balance? I am pleased to note, further more, that this locality of makeup is not restricted alone to the initial pages of Brother Dalton's excellent paper—it extends over the whole sheet—and in these other pages the "triangular style" is followed, as one page (Exhibit 12) will suffice as an example. This publication has but one fault, as apparent to me at this time, and that is a matter of impression, but here is a feature for which it is always difficult for the critic to offer "absent treatment," because the "doctor" has pretty nearly got to be on the ground beside the press to intelligently diagnose the case, and, even then, if the machine is in a particularly "bulling" mood, some of the best of "press-doctors" sometimes find themselves at their wit's ends. However, I surmise the cylinder-sheets are considerably worn, and the fountain needs readjustment, as an uneven flow of ink must account for the light and dark streaks across the sheet. Generally, tho, here is a newspaper worthy of my sincere praise.

✧ ✧

Minden, Neb., December 12th, 1917.

O. Byron Copper, De Soto, Wis.

Dear Sir:—I hereby submit, not as examples of fine printing, but as samples of forms lately used by us in the newspaper work, a few printed cards.

The little card bearing the picture of myself was used in a recent subscription campaign of the Omaha News, in which I was one of the unlucky contestants. The "Christmas Gift" card was a quickly gotten up card having been written and printed immediately upon my chancing to run across a similar card. I believe it should bring us some good business.

The "Statemane" card is to show the way we encouraged prompt renewals by the offer of the months of November and December FREE. We make the same offer to new subscribers. Just now we are featuring our "four years for a five-dollar bill" offer.

The want ad coin cards are self-explanatory, the one being used with return envelopes and clippings from other papers, in the solicitation of advertising for our own want ads, while the others are used in collecting want ad accounts. By mailing out four hundred of the "soliciting" cards we took in a big want ad business in but a few weeks time and more keeps coming contin-

The Memphis Democrat

Jerry Dalton, Editor

Published Weekly, on Thursdays

MEMPHIS HIGH SCHOOL NEWS

WILL YOU HELP US STAMP OUT A DISTROYER?

Closing-Out Sale

In order to close out all winter stock I am offering all trimed hats at exactly one-half price, and all suits, coats, dresses and skirts go at 25 per cent off.

I have a beautiful line of camesoles, braziers, handkerchiefs and jabots.

Mrs. W. T. Howard

What to Give

Is always a problem, but we believe you will find it comparatively easy to solve if you will pay this store a visit and inspect our Holiday offerings. Here are some of them

High-Class Toilet Accessories, Jewelry, Dolls, Cut-Glass Fountain Pens, Ivory, Beautiful Stationery and the always fresh Jacob's Candies in varied forms and in beautifully decorated packages. Come Early

Tomlinson-Rushing Drug Company

WE HAVE THEM!

"EASTMAN KODAKS" a big line just in

ALL SIZES and PRICES our line is complete; you can now get just what you want, if you come at once

FRESH FILMS, of all sizes, on hand. Kodak finishing daily, at from 2 to 48 hr printing, according to size.

WE WANT TO PLEASE YOU!

W. D. ORR

TELEPHONE 30 "The Photographer in Your Town" 713 MAIN STREET

Men's and Boys' Suits

These Are Suits Priced Greatly Under Their Regular Market Values

The Montgomery line of men's suits is an extraordinary line in wearing quality Priced $10.00 and $12.50

The Greenbaum make of hand tailored clothes are perfect in every respect They carry a guarantee of $50.00 reward for any cotton found in the fabric Priced $15.00 to $20.00

A special for the week in men's corduroy pants, dark color. Priced $2.50

Just a few of the ladies one piece dresses left Only $12.45

F. E. Adams & Company

No. 12

ually—it has built our want ad department up to a place where it commands respect and attention, and has proven very profitable to us.

The Courier is issuing this week a Christmas advertising number with the Western Newspaper Union Colored Covers.

Thanking you for your kindness in giving these specimens your attention, I beg to remain,

Respectfully yours,

LEE A. RICHMOND.

Brother Lee A. Richmond is a publisher after my own heart, in that he believes implicitly in the efficacy of his own medicine—publicity—and he is certainly ingenius in the employment of mailing card schemes as an inducement for new business. The new cards submitted in addition to those exploited thru a former number of this magazine are good, and it is a pleasure to learn that their use has been the means of increasing want-ad patronage and subscriptions to the Courier, the

No. 14

Christmas edition of which, by the way, is in every detail a highly commendable creation. No other sheet with which I come often in contact, bears more convincing evidence of its makers having grasped the principles of correct mechanical makeup more intelligently than this one, and, as proof of this assertion, I again show a delightful front page (Exhibit 13) and one of the inner pages (Exhibit 14) as illustrative of the beauty of the "triangular" method of makeup. Such examples offer in themselves far better descriptions than it were possible to make in mere words.

✧ ✧

LeSueur Center, Minn., January 10, 1918.

O. Byron Copper, De Soto, Wis.

Dear Sir:—We are sending you two copies of our paper, one of the issue of this week and one of about nine years ago. We had thought the issue of this week might be of interest to your department in the N. P.-J. The old one is sent simply for a chance of comparison, and an indication of progression. The paper remained about in this form until a few years ago, when the present proprietors took it over. It might be of interest to note that the front page of the recent issue does not contain a line of hand-set type. The page as it is made up is now about our average appearance, excepting that column rule work is sometimes better, and will be permanently so when they are refaced.

Most truly,

THE LEADER-DEMOCRAT,

By Snisher.

A mere glance at the two papers submitted is sufficient to show me how materially the Leader-Democrat has progressed within the past nine years, and the progress is remarkable. The Leader-Democrat of today is a conspicuous improvement over that of 1908. But I would suggest that some innovation be introduced to relieve the monotony now in evidence in the front page makeup, as visible perhaps in the reproduction (Exhibit 14). All authorities on the art of typography plead strongly for uniformity and harmony, two cardinal essentials to perfect results in printing; but there is such a thing, we find as so much harmony that the result is dull monotony—there is not enough contrast to make the creation attractive or interesting, and this may be due, I think, to an utter sameness of tone. A moderate variety of headings, and even some versatility in scheme of type arrangement, are means which most efficiently break up monotone in a newspaper page. In this Leader-Democrat page we have two features which augur against ideal appearances, namely, the opening of every column top with a head of tiresome similarity, and the "hanging-indention" style of sub-headings, which is always unsymmetrical and therefore out of balance. By scrutinizing some of the excellent front pages presented in this instalment, the makers of the Leader-Democrat may certainly secure ideas valuable to them in improving this feature of their paper, which in other respects, particularly those of presswork and contents, is deserving of my hearty approval and compliment.

✧ ✧ ✧

PLEASED

National Printer-Journalist, Chicago, Ill.

Gentlemen:—It was with much gratitude that we read your editorial tribute to our Christmas number apeparing in your January issue and we want to assure you that our efforts at producing a newspaper worthy of the confidence and patronage of an intelligent medium, represent the execution of the ideas of your late Mr. Herbert, as we knew him.

We are constantly striving to make each issue better than the last and it is such expressions as we have received from you, that materially aid us in accomplishing this end.

In reading your last issue, we were pleased to note that you had passed your thirty-fifth milestone on the road to success and if Mr. Herbert should, by divine permission, be given the opportunity of criticising your last edition, he would peruse its pages admiringly and say, "Well done."

In this connection, we will have more to say in our editorial columns next issue, marked copy of which will be mailed you.

With best wishes for continued success,

Very truly yours,

THE MAURY DEMOCRAT,

Lynch Perry, Editor.

Columbia, Tenn., January 31, 1918.

STUDY OF CIRCULATION TERRITORY

By Edgar White, Macon, Mo.

THE publisher of a newspaper should keep in close touch with every part of his circulation area, and the area adjoining. He should learn the tastes of the people, their likes and dislikes, and conform to meet them. He must do so if he expects to retain his hold upon them and their influence. You might put on the staff one of the best writers in the country, but if he failed to understand the people of the paper's territory he would fail to please them. The large city papers meet conditions in their own way, and I suppose it is satisfactory to them, judging by their announcements of increased circulation. In the country we meet the situation as best we can by talks with the farmers and others when they visit the county seat. Another valuable source of our clientele's taste we gather from our outside man, whom we call "The Colonel," tho his name is W. L. Ashby, and he's never been closer to war than a museum where they keep old pistols and swords.

The Colonel has been circulating about the country, singing the songs of papers that were "an absolute household necessity" for "going on 40 years," and when he signed up with us on the Macon, Mo., Republican we felt we had as good an asset as a block of Liberty Bonds. And we feel so yet, tho he has knocked some of our pet notions to the four winds.

"You're overdoing the war, brother," said he. "Now, these people are patriots all right, but they complain about their city papers printing nothing except war stuff, and they say their country sheets ought to give 'em something else for a change. Now, they are not German sympathizers or pacifists or anything you want to reason with, but just plain, level-headed-American citizens, who know what they want before they part with their dollar."

As the Colonel had made good as a subscription man, traveling along the highways and byways of a great company we let him go the limit on his diagnosis.

"It isn't education or historical knowledge the people are reaching after these days," the Colonel told us in that fatherly way he has, "but what is happening just over the hill. Neither Dickens, nor Balzac, nor Hugo, nor Marie Correlli would be worth ten dollars a week on this publication, but if you could induce Professor Jim Walker to come down from Old Bloomington and write two or three columns every week about what happens in this town and other towns in the county, we could put on new subscribers faster than the mailing clerk could set up the names.

"Never thought of that? Of course you didn't. The paper's let Walker vegetate out there at Old Bloomington for forty years within arm's reach, and it has never occurred to a man in the shop that he knows everybody in the township and knows just the sort of reading matter they like. If you've paid any attention to the Professor you'll notice there's a funny sort of twist to all his items, and that the people talk about them.

"The day has gone by," the field man went on, "when the country newspaper can hold its own by merely local news and country correspondence. The people of the farms and small towns are developing rapidly in knowledge and judgment, and to command their interest you have to keep a little ahead; work out those things that are of practical use and show country folks how in their home communities they can find things to do in a new and better way, if you can, and then the rural mail carrier will find them waiting at the box.

"Historical sketches and the 'Forty or Fifty Years Ago' department do not seem to appeal to the fellows at the guide-wheel today, tho, personally, I'll admit I was always fond of history. But you're not getting out a paper for me, nor for yourself. It's for Tom Smith, who runs a big dairy, and Joe Jenkins, the Chariton valley farmer, and the like o' them.

"The world today is restless. It wants something to do, and wants it quick—something worth while, I mean. And it's up to you and me to find out what that is, and to tell about it. The old-time editor wouldn't get to the half-mile post today. Youth is in the saddle and he's riding hard.

"The people are smart, and getting smarter. They know quick as greased lightning if you try to work off something that was printed last year. If you've attended any circuses this summer you've noticed even the clowns are using new jokes. Poor ones, I'll admit, but new ones. And people will stand a good deal more from the clowns than they will from their newspaper.

"Now, if I was the editor of this fireside favorite, I'd put on it a man who could give an

entertaining slant to his news stories. Cut out the 'dull, sickening thud' and 'a curious incident occurred yesterday.' Say it different. Go heavy on local development—you can never miss it on that. Then describe places that are just waiting development—a golden opportunity. Men like that. But don't fake. I mean don't try to make out that a Sahara is a Garden of Eden, for the truth will out. Make your paper interesting, keeping in mind all the while that it's talking to live people in this and adjoining counties. Don't ever forget that your readers are as bright as you are, but that they expect more of you than they did yesterday. The way you express things in a paper has a great deal to do with its popularity. Don't try to reform the world at a jump. 'Hew to the Line, Let the Chips scoot where they may' sounds good, but I have never heard of a paper that carried it out literally and lived to tell the story. 'Keep Climbing' is a shorter and better slogan.

"Here's another thing I've found by my talks with the people in a thousand or so homes in this county: The women folks like stories, and they have a great deal to say about what paper comes into the house. But the stories must be short and 'full of ginger.' That's the way a subscriber I got expressed it to me. Your paper has to have body to it. I mean real reading matter, because the people who take it want to pull the chair up to the center table lamp and find something in it that will hold them for a while. They don't care for big heads, not in a country paper, but they like the stuff well printed and displayed, and they get madder'n a wet hen over a paper that isn't printed clear. Say it hurts their eyes, and is no good. And—they like advertisements! You bet they do—these people on the farm. They never said so, but I found it out hearing 'em talk at places where I spent the night. The women folks would say to the man of the house they believed they'd go to town Saturday to look at those suits in a certain store, or would drop around to such and such a place to see about getting the kids some new shoes, and they'd mention the advertised bargains. I believe the paper with the well-set ads in it is more popular with the country people than those with only a few. You see, they're always looking for bargains and a good market to sell their produce, and the ads are valuable to them.

Editorials? Oh, yes, they read 'em, and if anything strikes 'em about right they wonder where you scissored it."

A REAL CONTRIBUTION TO PRINTING TRADE LITERATURE

A new book, under the authorship of Mr. Charles Francis of New York, "Printing for Profit" is a real contribution to printing-trade literature. The volume, from the first page to the last, is a serious attempt to convey useful information to the honest inquirer. Other writers, perhaps not fully qualified, have dabbled with the subject and in a sort of way, to use an intelligent but appropriate expression, "have gotten away with it."

The sterm integrity and sincere earnestness which is so pronouncedly a characteristic of Charles Francis, the man, are reflected in the pages of this neatly arranged, beautifully printed book.

The introductory chapters are devoted to an autobiographical sketch of the author's life and a wonderfully interesting life it has been.

Mr. Francis covers the subjects that have been "covered" so often before in a new and confident way and conveys impressions with the forceful vigor of one who knows whereof he writes.

The price of the book is $2.20 and may be obtained thru the Book Department of the National Printer-Journalist.

A NEW BOOK OF DIE-STAMPING

Most printers have an occasional order of plate printing and die-stamping and many have departments for the production of such work. These and other persons interested in the subject will find of value the new volume, "Plate Printing and Die-Stamping," by Robert F. Salade, a book which tells how to operate a department for copperplate and steel-die engraving and printing and not only deals with the technique of the craft but gives suggestions of a business kind.

Under "Printing," the author tells of the nickel-facing of the plate, the preparation for printing, details of make-ready, how the plate is inked, printing from steel plates, steel-die stamping, the stamping press, making the counterdie, use of the counterdie, how to remedy defects, inking and wiping, stamping with metallic inks, retouching and slipsheeting, operation of presses, details of operation, the power press and guides and inks.

The book has been carefully planned and the typography is suggestive of its subject. The book is worthy of being included in any library on printing. The book sells for one dollar and ten cents a copy and may be ordered thru the book department of the National Printer-Journalist.

WHAT "THE LIVE WIRES" IN THE PRINTING-PUBLISHING INDUSTRY SAY

GET A GOOD SUBSCRIPTION LIST, AND THEN GO AFTER ADVERTISING, STICKING TO ONE RATE.—By C. E. Van Valer, Co-Editor and Publisher of the Gas City (Ind.) Journal.

It was not long after the present partnership in the Gas City Journal was formed that we were forced to have more space and increased from four pages home print and four pages patent to eight pages all home print. It gave us more space to display our headings, an opportunity to do a little advertising for ourselves and to run our foreign advertising on regular schedule. It was not long before we began to be crowded with eight pages and so increased the size of the paper as the demand required until the highest number pages we printed was twenty.

The next thing we did was to raise our rates. We do not believe that these extra pages pay unless they contain two-thirds advertising at a rate not less than 12½ cents per inch. This rate should be at least 15 cents now under present high prices. These figures apply to papers with a circulation running between 1,000 and 1,300.

Go After New Subscriptions

After you expand your local news, improve the typographical appearance of your paper, localizing your editorials, raise your subscription price if now too low, get your correspondents to working in every community in your territory, get whatever new machinery is needed, enlarge your paper if now too small, decide on a policy and change the name if advisable, then you will be in a position to go after new subscriptions. In the first place, do a good bit of soliciting yourself. You can do this without lowering your dignity in the least. If you haven't a good word for your paper and it isn't worth your time to sell it, how can you expect other people to sell it?

After you have secured a good subscription list, go after the advertising, as I have already explained. There is always a question in my mind whether it is advisable to have contracts written up in legal form and signed up attest, etc. If an advertiser decides he is not going to use your paper because of some difference of opinion, can you force him to give you copy or run his space blank and proceed to collect it legally under contract? If you do you have lost him for good. Better let him drop out for a few weeks until his anger is appeased. We do not have a single contract with local advertisers. In preparing advertising copy make it as neat as possible. Use a ruler and letter it as you would display it in type. The appearance of the border may sell the ad.

Securing Foreign Advertising

A word about foreign advertising. Go after it, but see that you deal with the A-1 list of those having commercial ratings. Be an A-1 paper and stick to your rates. If you make one agency a lower rates than another it is not long until you are on the cut rate list and you wonder how it happened. No responsible firm enjoys or courts unnecessary correspondence. Deal with agencies or firms in a businesslike way, attend promptly to your mail and have a complete rate card and attractive as well as neat stationery. All these things will have a large part to play in securing this class of business. Send your bills in promptly if you expect a prompt remittance and see that your paper goes to every advertiser when his ad appears.

There is a wonderful field for new business just now in the foreign field if it is handled right. The power of the country press is fast coming into its own, and it will not be long before no national advertising campaign will be complete without the use of the country newspaper columns. But we must first do our part.

MAKE MONEY BY KEEPING THE SCRAPS.—By R. C. Mecklin, publisher Record, Kingsville, Texas.

This is a day of conservation. Word has come from the President of the United States, from Congress, from the Agricultural Department at Washington, from our state department of agriculture, from our county demonstration agent, that we must conserve our resources or dire disaster will be our lot.

Now that we are paying an increased postage rate, an income tax, stamp tax on express receipts, checks and the thousand and one items now in daily use, we find that our overhead expense has been increased by several hundred per cent. Can we meet this with increased advertising rates, increased prices for job work and a higher price for our papers? Some of it, yes. The public will believe that our expenses have increased to some extent, because their's have, but they will never stand for all of the raise all at one time. It will be a slow process. In the meantime we will lose money.

This makes my subject of double—yea, quadruple importance to every publisher in the

United States today. For years I have given this subject of keeping job stock a great deal of study.

Some four or five years ago the Kingsville Publishing Company had occasion to move out of the building it was then occupying. There was no other vacant building in the city at all suitable for the printing office, so I, as manager, went to the business men of the city and asked them to build an office, especially for a printing office, to which they agreed. I drew my plans and all of them were agreed to with the exception of a built-in room, 10 x 14, the walls extending to the ceiling. When I explained that it was to be a stock room, they inquired as to the reason for a double wall with waterproof, vermin-proof and dust-proof lining between. I explained my idea and, after some argument, it was agreed that the room, shelves and all should be built just as I had planned.

Stock-room Built to Order

And so my stock-room with its water, dust, vermin and light-proof was designed by myself, accommodating all sizes, weights and colors of job stock; for instance, my foreman can go to the folio (17 x 22) department the darkest night without a light and get a sheet of 16- or 20-lb. bond or flat, any color. Of course, the most used bonds and flats occupy the bins nearer the floor and are larger than the ones that hold the colored stock. This same system is carried out with the 19 x 24 and 17 x 28, while the large sizes are placed in the compartments allotted to book paper. We usually buy our popular brands of paper in case lots, necessitating, of course, some storage room. This has been taken care of in odd places in the room where shelves would not fit in exactly. This shelving, on two sides of the room, does not extend entirely to the ceiling, leaving a space of about five feet to be utilized for envelopes and surplus ruled stock. In building the room I planned to have bins for the accommodation of all ruled stock, but the carpenters did not carry out my specifications exactly and as a result I found that I would have to store some of the ruled goods on top. This is no great inconvenience, tho, as the pressman or foreman can very easily secure such stock with the aid of a very handy ladder which is kept in the room at all times. There is a light in the center of the room and I planned to have the opening and closing of the door to light and put on the light, but the electrician also fell down here. On the front of the door is a sign reading, "Close This Door or We Lose Money."

Just outside of the stock-room door, about two feet away, is a power paper cutter and cutting table so that no valuable time is lost in carrying stock all over the house. Near the cutter on the wall of the stock-room is what is known as "the legal blank cabinet." It is dust, vermin and water-proof, has glass doors in front, glass shelves made out of 10 x 15 glass, and will accommodate several hundred different kinds of legal blanks. The name of the blank is pasted on the glass front door, immediately over the cabinet containing that particular blank. These shevles are exactly four inches apart.

System for Saving Scraps

One of my best money-makers is our "scrap" system. When the cutter cuts stock and there is any kind of a scrap left that can possibly be used, he ties a string around it and places a numbered label on it, stating the number of sheets, kind and weight; at the same time there is deposited in a filing box on his desk, a similar sheet. These packages are filed away in bins, and bear labels, "flats," "cardboards," "bonds," etc. When a job comes in, the foreman figures it just as if he were going to cut it out of regular stock, but when he starts on the job he refers to the filing cabinet and finds he has enough scraps to complete the job. In this day when a sheet of ordinary bond paper is worth one cent and other papers proportionately high, the saving made in this respect will amount to several hundred dollars each year in a shop doing the volume of business we do. I have in mind a scrap of book paper from which we have made about $60. In printing a very expensive book the committee having the work in charge decided that a certain size was wanted and the argument of the printer that it would not cut out of regular stock was of no avail, they saying they were willing to pay the extra price to get the odd size. The office fell heir to the scrap, hence the money—and there is half of it left yet. Save your scraps; and be sure when you do this to use system. Half the profit of many print shops goes to the dogs because of the lack of system. Have a place to put everything and put it there, and be sure you put it away systematically so you can put your hand on it when you need it. Impress upon your employes the necessity of this system and see to it that they carry out your plans—or get those who will. They will fuss about it a little at first but will soon fall into the habit.

Speaking from personal experience I believe my stock-room has paid for itself several times over since it was installed, and if I were to have the planning of another printing office, I would add some few features to what I al-

ready have and build about the same kind of stock-room—but of one thing I am certain: I will never attempt to run a shop of any pretension unless I have some kind of place in which I can keep job stock.

MERCHANTS WANT ADS TO SELL GOODS.—By Herbert E. Miles, Editor of the Atchison County Journal, Rock Port, Mo.

To successfully cope with this problem of the non-advertising country merchant, we have simply got to become advertising experts. We will have to sell the merchant something besides space—we will have to sell him service—advertising service that will make his ads sell goods. No man is such a fool as to refuse to advertise when he knows it pays, but just telling him so doesn't prove it to him—you have got to show him the hard cash profit—and why shouldn't you? You don't want to subsist on his charity, do you? Then you've simply got to write his ads for him and write ads that will make people "hitch up" and come to his store and go down in their pockets and get the hard cash for him. I don't care what you charge for this kind of service—he'll pay it. You ask him if he won't.

Sell Service, Not Space

Get away from the inch rate—from selling "space." Sell him efficient, money-getting ads. Apply the law of averages and percentage. If you want to sell $100 worth of shoes for your advertiser, give him $3 or $4 or $5 worth of advertising service—don't just sell him a "quarter-page" ad. He won't stop to measure the ad if he sells the shoes.

A merchant seldom tells me how much space to use for his advertising. And I don't suppose there are many of them here who know my inch rate. They tell me what they want to sell, and as much about it as I want to know, and tell me to run an ad that will sell the goods. I believe I am doing it—at any rate I am handling all the advertising I can in the size paper I am able to print with my equipment, and I am satisfied that it is about all there is here to get. I also have a good competitor who co-operates with me, and he gets just as much as I do.

Now, this isn't half so hard to do as it looks. All there is to it is a little study of the essential rules of ad-writing and care and common sense in the preparation of the "copy." You will find it a lot easier to handle the merchants' advertising than to chase after them for the copy. And you will find that you will save lots of time in your composing-room by making good lay-outs and writing the copy yourself. I have a girl who sets most of my ads, and we are often paid the compliment that they "look like city ads."

Value of Illustrations

Perhaps the most important point in good advertising, and one which is seriously neglected by country advertisers is illustration. The first essential in advertising is creating the desire for the article advertised, and there is nothing that will get the attention and make the prospect want the goods so much as a picture of them. By getting in touch with the advertising departments of the manufacturers we can get all the up-to-date cuts we want and also a very comprehensive line of ads on the article, which we can work into our local campaign.

It is not good policy to use the ads of the manufacturer exclusively, because they are too general, and often do not apply to our locality or appeal to our customers. But the descriptions are always good, and the style of display is usually the work of a highly efficient advertising expert. We should not fail to take advantage of all this assistance. Also in the case of nationally advertised goods, we should take advantage of the demand created by this advertising and divert as much of the trade on that article to the local dealer as possible.

In fact, there are many things that we can do to make the advertising of the country merchant really pay, and it is up to us to do it—we can't leave it to him, because he doesn't know how, and besides, that is really our business. I believe that advertising is about the only very profitable branch of the printing business, and unless the country editor goes into it in a businesslike manner he is going to lose much that is rightfully his, and in fact, if he doesn't take a firm grip on this situation right now there are a lot of him that will quit the country newspaper business before the business of the country settles back to normal conditions again.

TELL THE TRUTH, BE INDEPENDENT! —By F. C. Tabor, publisher the Donnellson (Ia.) Review.

Tell the truth in your paper regardless of partisan creed or personal creed. I do not mean that you should not align yourself with one political party or the other, for if I did I would not be preaching what I practice, but have the courage to refuse to support a dishonest or incompetent man of your party and the courage to support a member of another party if it be to the best interest of the community. Neither do I mean when I say, tell the truth that it is necessary to publish all the neighborhood scandal, even if the rumor be confirmed.

We are probably all agreed that advertising is what furnishes the "eats," but I predict that very few publishers will agree with me on the methods of securing that advertising. One of the worst features of the business formerly was the old custom of calling on the home merchants each week and inducing them to advertise. When I took charge of the Review about nine year ago the conclusion was reached to "cut it out." We could not see why we should call at the merchants' place of business each week, exhaust our line of argument as to why they should advertise and, if successful in convincing them, carry off their copy or call again for it at some later date.

One of the most important things of all is to have one rate for advertising—preferably a flat rate—and stick to it. The advertiser in this town and the advertiser in Kalamazoo get the same price on advertising. The only difference is the home merchant gets the composition at the flate rate established, while the foreign advertiser must pay extra for the composition or furnish plates. Remember, we pay a commission on most of our foreign advertising, while on the home advertising we do not.

I know it is hard to refuse a big advertising contract offered from out of town at a few cents per inch under regular rates, with all plates furnished prepaid and nothing to do but lock it up in the form and collect your money—and the good old almighty dollars look as big as cartwheels about that time—but I firmly believe that every time a country newspaper cuts its rate it is not only doing a damage to itself, but to the whole country newspaper fraternity.

SHOWS AD VALUE OF LOCAL PAPER.—**By Sidney Sibly, publisher of the Fitchburg (Mass.) Sentinel.**

No one can deny the value of magazine circulation for advertising purposes, but to secure full value for an advertising campaign the advertiser must supplement it with the local daily in the small city. This is a connecting link which should not be ignored. The magazine cannot localize its messages, as it is produced for the whole country. While the local daily brings the message home to the readers, it reaches thousands that the magazine does not reach, and, besides, it finds the places where the goods are on sale.

Let us take a look at what is asked for by many manufacturers. We, for instance, have been asked to go out and solicit orders for goods with an understanding that an advertising contract will be made if we dispose of a certain amount of the goods to one or more parties, and the bait is held out to the dealer that his name will be placed at the bottom of the advertisement. Other concerns have sent blanks calling for a great variety of information, among which were questions about what competing products were sold by the different dealers and which brand had the best sale, some even going so far as to ask for the amount of their sales.

There are ways that a publisher can and is warranted in coöperating with the advertiser in order to give him the greatest benefit to be derived from his advertising.

First give him a truthful statement and a full one about your circulation, about the city and its population, its industries, its merchants; introduce his salesmen to the best dealers, and after the contract is signed don't consider your work done, but look after his interests and see that he gets the service that is his due.

There is another way that you can benefit him—see to it that all advertising in your paper is of a class that will stand investigation.

BOOMS HIS CITY FOR ADVERTISING.—**By Charles Stewart Walsh, Advertising Manager of the Canandaigua, N. Y., Messenger.**

The trouble with most small dailies is that they seem to hold to the opinion that anybody can write and solicit advertising and the vast majority of them will not pay sufficient salary to get or hold the man that can get and hold the business.

To sum the matter up and to quote J. K. Groom, advertising manager of the Beacon-News and Elgin Courier in the Adman, September, 1916: "Not one publisher in one hundred is willing to employ enough men in the advertising department or to pay enough salaries to secure good enough men to develop the advertising. The advertising department is the only place where profits are made and it's a mighty poor place to economize on the payroll."

Almost every retail business under the sun in every town on the map can use newspaper space with profit and a great many more of them will do so when the newspapers get down to "brass tacks" and show the non-advertiser how his business can be advertised.

Service is the basis of all advertising, and only by giving service that is efficient can any newspaper hope to show the non-advertiser the error of his ways and convert him into a regular user of space.

Coöperation and efficient service, with the right kind of copy, will make an enthusiast of any non-advertiser; the kind of copy that makes

customers for the merchant will make regular customers of the merchants for the paper. If the newspapers will employ real salesmen, not "copy chasers," and pay the price that real ability demands, there will be no complaint about the business carried.

A NEWSPAPER'S INDEPENDENCE WINS CONFIDENCE OF PUBLIC.—By George S. Johns, Editor St. Louis, Mo., Post Dispatch.

The more independent the newspaper, the more impartial and complete its news reports, the more sincere, fearless and vigorous its editorial utterances, the greater the power, influence and popularity of the newspaper, the greater public confidence in its integrity.

The quantity and quality of circulation depends upon these qualities of the newspaper and advertising value depends upon the quantity and quality of circulation.

The relationship between the editorial department and the advertising department of a newspaper is that friendly courtesy between two separate and independent branches of the newspaper organization.

Their functions are distinct and different. Speaking broadly, without taking into account the various activities which contribute to newspaper success, I may say that the editorial department makes the newspaper and this creates advertising value which the advertising department sells.

The two departments are interdependent in the sense that the success of the newspaper as a business depends upon the successful conduct of each department, but the more independent of each other they are the greater the success of each and of the newspaper.

Emphatically No

I suspect that the pith of the question you expect me to discuss is whether the editorial department ought to permit the policy or conduct of the newspaper to be controlled or influenced by the advertising department in the interest of advertisers for the purpose of holding or obtaining business. Emphatically, no—never.

Nothing would be more fatal to the newspaper. Nothing would strike a deadlier blow at the business of the advertising department and at the real interest of the advertisers. It would destroy the value of the space they buy.

The only rule for the successful conduct of a newspaper is absolute independence of its business interests and of any special interest.

I might stop at this, but I feel it incumbent upon me to tell you not only the rule of conduct for a good newspaper, as I know it, but to give you the logic, the reason that underlies it.

Intelligent advertisers recognize that they find the greatest advertising value in newspapers that are strongest in public confidence and support. This is a truism.

"If advertisers sought anything more, if they bought the editorial or news policy of the paper, they wouldn't buy its advertising space—it would be a waste of money.

Show me a newspaper whose editorial policy is controlled by its advertisers or any special interest and I'll show you a newspaper whose advertising space is not worth buying.

Show me a newspaper which distorts or suppresses news to favor its advertisers and I'll show you a piece of journalistic junk.

Show me a newspaper that is run by its advertisers and I'll show you a newspaper that its advertisers abandon as a worthless advertising medium.

THE PUBLIC MUST PAY.—By Hopewell Rogers, Manager Chicago, Illinois, Daily News.

Most newspapers in the last few years have had to overcome an increased cost of production, and I believe a large majority of them have endeavored to divide the increase between the advertiser and the reader and by introducing economies into manufacture. The papers in several of the large cities, however, have endeavored to get thru the present period by putting the cost entirely upon the advertiser and thru great economies in their own cost of manufacture only.

What the natural result of this increased cost of production will be in the long run is hard to predict. I notice that one paper already has taken the step back from the 2 cent to the 1 cent price to the reader.

No matter what policy a paper has adopted, however, we must all necessarily introduce a large number of economies in our business if we are to continue. It is perfectly proper to pass on to the public a legitimate increased cost, but at a certain point the public begins to curtail its purchases, and in order to keep up the sales it is necessary to know just how much the public is willing to pay for an article and not to exceed this limit. As the American has always been a wasteful creature, we will probably never be able to figure the great benefit in economy that this increased cost has brought to the country.

SUBJECTS FOR CONSIDERATION AT MEETING OF CHAMBER OF COMMERCE IN CHICAGO, MARCH 18

Two subjects which have engaged the attention not only of the National Chamber but of each of its more than nine hundred constituent organizations will no doubt receive consideration at the coming meeting. Those subjects are railroad regulation and the control of prices during war—the first question of tremendous importance not only during war but afterwards, the second of vital importance as a war measure.

Both of these matters have been thoroly gone into by committees of the National Chamber and voted on by the organization members. In each case, a Chamber policy has been formulated, a national policy adopted by the business men of the country.

On both these questions the recommendations of the committee were sustained by an overwhelming majority. These recommendations, with the vote, follow. It should be borne in mind that these are not expressions of opinion by individuals, but by organizations, the result disclosing the mind of approximately half a million of the most intelligent and progressive men of the country engaged in commerce and industry.

Railroad Regulation

With regard to railroad regulation, the committee recommended that:

Provision be made for federal regulation of the issuance of railroad securities. 1,112½ votes in favor, 27½ votes opposed.

Congress pass a general railroad incorporation law under which all railroad carriers subject to the jurisdiction of the Interstate Commerce Commission may organize. 1,111½ votes in favor, 25½ votes opposed.

If Congress passes a railroad incorporation law, all railroad carriers subject to the jurisdiction of the Interstate Commerce Commission, both those now existing and those hereafter to be created, be required to organize under this law. 1,080½ votes in favor, 49½ votes opposed.

In view of the fact that conflict has arisen with respect to the jurisdiction of the Interstate Commerce Commission over interstate rates, even tho such rates affect interstate commerce, the Commission be given authority by statute to regulate intrastate rates when those rates affect interstate commerce. 1,054½ votes in favor, 66½ votes opposed.

As to the control of prices during the war, the committee recommended that:

Additional legislation be passed to create authority to control prices during the war. 974½ votes in favor, 110½ votes opposed.

Authority to control prices should extend to all articles which have importance in basic industries as well as in war, and which enter into the necessaries of every-day life. 978½ votes in favor, 116½ votes opposed.

Authority to control prices should extend to raw materials and finished products. 977½ votes in favor, 117½ votes opposed.

Authority to control prices should extend to the prices the public pays as well as those paid by the Government. 946 votes in favor, 146 votes opposed.

Authority to control prices should be administered by a small executive board appointed by the President. 964½ votes in favor, 121½ votes opposed.

An agency working in harmony with the board controlling prices should have authority to distribute available supplies to those purchasers whose needs are most directly related to the public welfare. 975 votes in favor, 117 votes opposed.

Each leading industry and trade should create a representative committee to represent it in conference and to advise with agencies that control prices and distribution. 984½ votes in favor, 97½ votes opposed.

PREPARING IN TIME

Writing in the Linotype Bulletin for November, Mr. Polk T. Bramble has the following to say upon the subject of "Preparing in Time":

Increasing numbers of men are being called to the colors, and recourse must eventually be had to supply their places to every description of labor-saving machinery and labor-saving methods. Practically the whole civilized world is mobilized in a supreme effort to deal Germany and her allies such a blow as history has no record of. Events are occurring with such swiftness that the average mind can scarcely grasp the significance of each, and no one can tell what will happen to civilization before the human race can be saved from the maelstrom into which it has been plunged.

It may be that the suffering on a hundred battlefields, the crushing of Belgium, Servia, and a part of France, the loss of life, the ruin of homes, the maiming of millions—the untold horror of it all—will not have been in vain, and that, in the end, civilization will be lifted to a plane that will justify all the misery of this heart-rending conflict. Or it may be that the ungodly trinity of force, ruthlessness, and murder will triumph, and that civilization will go back to chaos and barbaric night.

What, then, can the printing trade do to aid the cause of humanity in this fight to sustain civilization? Publish the events of the day as cities are destroyed, ships sunk, thousands murdered on gory fields of waste and war? Yes, these things and many more besides!

As the United States and the other countries of the Allies plunge further and further into the conflict, the demand for men will become more and more urgent. Already the printing trade begins to feel the pinch. Small offices all over the country, as well as large ones, are working overtime in order to get out their publications, while many have been forced to suspend. This condition of affairs exists with only a million called to the colors. What will happen when ten million men are called from their daily occupations? Simply this: either the efficiency of printing plants will be greatly lessened, or else they will be forced to close their doors—unless they they do something now to prepare for the coming stringency.

The printing trade will, of course, be called upon to do its part in the fight, along with other trades, and it should not be found wanting. Every printing plant in the United States should be equipped with the best and most modern machinery; every labor-saving device known to the trade should be installed in order to give men to the cause and still keep the plant in a high state of efficiency.

Many printing offices, especially in the country towns, are doing their composition by hand. Country newspapers will be hard hit as the call for men to the colors comes louder and louder. How will they do their work when their forces are broken up? Already many country offices, whose forces have been made up of a foreman, two young men and a boy, are crippled by the first call to arms, and are either working overtime or using plate to fill gaps which should be filled with live news matter. I can think of but one way for the country publisher, especially, to meet the conditions which must exist as the war progresses—which it is almost sure to do.

Every business in this country will be called upon to do its part in this war, and I think that the printing business cannot do better work the country over than by equipping itself with machinery to do the work that men have been compelled to do by hand in the past.

* * *

ONE'S PERSONAL APPEARANCE

The Ambassador and Publicity Digest, house organ of the Niagara Paper Mills of Lockport, N. Y., for December, contains a lot of stuff that is good for the printerman. Among it we note the following:

The value of close attention to personal appearance was brought forcibly to my attention a few days ago.

A personal friend who represents an important magazine had just returned from a western trip. He is a big man—big in physique, big in mentality, big in good nature,—but because he is especially big physically, he surprised me when he said—"What do you think of this ready-made suit I bought in Detroit?" I expressed my surprise, not because he bought a ready-made suit, but because a man of his unusual size was able to secure so good-looking a suit ready-made.

"How did it happen?" I asked. "It was this way," he replied. "When in Detroit, I broke thru my shell of customary modesty, and looked at myself in a full length mirror. I was shocked at what I saw.

'Can it be possible, I asked myself," he continued, "that the man I see is trying to represent one of the leading publications in the field—trying to impress business men with the importance of his proposition.

"I was ashamed of myself," he went on, "and immediately dug for the nearest reputable clothing house."

"The thing that interests me most," I said—"what I want to know is, did the change in your attire add to the profit of your trip?"

"It is really remarkable," he replied, "the effect that this new suit had upon my mental attitude. "I left that clothing store a re-made man.

"I made my next call with an amount of confidence I hadn't felt for several days. I don't know how much this new suit had to do with it, but I do know that the last part of my trip was one hundred per cent more successful than the first part, and I got my suit money all back in extra profits and satisfaction before I returned to New York."

Some of the wiseacres who read this will say, "What drivel to put in a house organ," but I'll bet a nickel that nine men out of ten who read it will look in the glass next time a full length mirror is in sight.

A. BOOSTER.

* * *

INCREASE QUALITY OF NEWSPAPER; DISCONTINUE PREMIUMS—By J. T. Toler, Circulation Manager, Constitution, Atlanta, Ga.

As I see it, the whole thing should be summed up in these few words:

Avoid premiums whenever possible. If used, let the subscriber pay the cost of the premium; the publisher the cost of the canvass; and used only as a measure of defense or a special hurry-up circulation campaign, and not as a regular part of the institution.

While this campaign is going on, however, the ideal condition of the editorial department should be approached by getting out the very best newspaper that local and general conditions will permit. In order to hold a large per cent of the new business obtained by the use of premiums, it will be necessary for the editorial department to do its part.

In other words, premiums can be used to secure the circulation, but the quantity and quality of news must do the holding.

* * *

ESTABLISH WAR NEWS AND FEATURE SERVICE

The Committee on Public Information, of Washington, D. C., is establishing a war news and feature service for the weekly newspapers of the country. The idea is not to add another publicity service to the many now being issued, but to give the weekly paper publisher a real news service of a type to meet his needs, written to suit the small space he has available for this class of matter.

The service consists of from two to three columns each week. Mailing dates have been arranged so it will reach the papers in every section of the country in time to be handled as early copy. While it is issued primarily for the weekly press, it is available for dailies under release dates arranged to protect the once-a-week publications.

The copy comes in printed form, in shape to be easily handled by compositor or operator. It may be run under a standing department heading or scattered thruout the paper. Heads for the stories of a stye adaptable to different type faces are employed, so the copy may be handled without local headwriting, if desired. It is furnished without charge to the paper.

In charge of the work for a time is Ray McClung, for many years a country weekly publisher at Pomeroy, Washington, and a former contributor to the National Printer-Journalist. To him should be addressed requests for the service.

TRADE-MARK MIX-UPS AND SUNDRY WAYS OUT

By L. W. Mida, President Mida's Trade Mark Bureau, Chicago *

Article Four

IF a company wishes to pursue its business in foreign countries, then it is necessary to have the trade-mark or trade-marks registered in those countries. But before a foreign trade-mark is secured, it must first be registered in the United States. This is the first step that is required. It is also well to bear in mind that in certain foreign countries, especially the Latin-American countries, (meaning those of Central and South America), any person may secure registration, without actually owning or using the trade-mark! Thus a good many American manufacturers have found, when they invaded those countries with their goods in quest of trade, little, unimportant residents of those countries would be the owners of the trade-mark; and in order to continue to sell their goods, they have had to pay these legal pirates whatever they demanded, or whatever settlement could be arrived at.

This has been a most deplorable state of affairs. But it concerns only a certain part of foreign registration. The owner of every trade-mark is satisfied that if he intends to protect his trade-mark in any foreign country, he must be sure to have it registered in the United States first of all, and no manufacturer can say definitely that he will not go into a foregn market with his goods. He does not know what conditions will arise. Many manufacturers found, when the European war came, they were glad to get foreign trade!

Many Fine Distinctions

There are many closely drawn distinctions in trade-marks. In fact, some of the decisions would indicate that the rules are arbitrary. But those who are dealing in trade-marks continually see the fine shading of difference between opinions. And if the law has seemed, in some instances, to be unjust, it has been just in the main. The purpose of these laws is equity. Their object is to give to every person the same right that is accorded any other person. Long usage has also had a good deal to do with decisions, and another important factor has been the amount of money that has been expended in national advertising in the past.

However, this has not always been a safe criterion. Very often considerable good will has been built up only to be taken from the firm or individual who owns a trade-mark that is a direct infringement on some other trade-mark.

The word Naptha, used in conjunction with a laundry soap, was held to be descriptive and not registrable as a trade-mark. However, the owner, Fels & Co., of Philadelphia, has advertised this soap extensively, and invested vast sums of money. The word Malpha, applied to a brand of paving asphalt, was refused registration, because Maltha means liquid asphalt. It is a term used to designate liquid asphalt thruout the trade. Consequently, it was regarded as descriptive.

But some words which might ordinarily be considered descritive have been held to be fanciful instead of descriptive. There is the word Elastis as applied to a book-case. The book-case, in reality, is not elastic. But the term was an imagined condition. It was a quality that the book-case in reality did not possess. Therefore, the word was permitted registration.

A brewer made application for the registration of a six-pointed star as a trade-mark for his beer. Another brewer opposed the application on the grounds that the star had been used for generations in Germany, the home of beer, as the customary sign of the brewer. It had the same significance that the striped pole has to barber-shops.

A cooper made a barrel in which the staves alternated in color, light and dark. He had an illustration made to show these alternating light and dark stripes or staves. But this trade-mark was refused registration because it was descriptive of the barrel.

Thus, what is meant by descriptive, is not always some certain quality. It may be descriptive of the actual appearance.

A mince meat that was called "Better than mother's," was refused registration, because it was considered to be descriptive of the quality of the mince. Even such seemingly inoffensive names as "A-No. 1," "AX-No. 1," and "No. 1," used by a plow-maker to designate the size and shape of different plows, were refused registration because they were regarded as descriptive terms. In other words, they described the plow, the classification of the styles of the plow!

*[It is with this old-established Bureau—the largest in America—that this publication has arranged to furnish Free Searches of Trade Marks for our advertisers and paid subscribers.—Editor.]

[To be Continued]

CONGRATULATORY MESSAGES ANENT THE 35th ANNIVERSARY OF THE NATIONAL PRINTER-JOURNALIST

Continued From January

GREETINGS FROM PROMINENT ASSOCIATION WORKER

It is a long time since 1883, when the National Printer-Journalist began to exercise its influence for the benefit of the printing and publishing industry. For about twenty years I have been a regular reader of this publication and feel that nothing has done more to help me in my work in the newspaper field. Early in my editorial career your father, the late B. B. Herbert, became my friend and during all these years since that time, I have been able to count him as one on whom I could depend for information and guidance. The thirty-fifth anniversary of the establishment of the National Printer-Journalist (first called the Printer and Publisher) and the thirtieth anniversary of the magazine under the management of your father marks a real epoch in the printing and publishing industry. I hope to see it celebrate many more anniversaries and grow in usefulness and importance as the days go on.

With kindest personal regards to the Herberts, I am,

Sincerely yours, G. E. HOSMER,

Chairman, Legislative Committee, National Editorial Association.

Denver, Colo., Jan. 2, 1918.

TYPE FOUNDER IN CHEERY GREETING

All hail the National Printer-Journalist, which has arrived at the dignified age of thirty-five, and which is the dean of printer papers. Every publisher of a paper in this land should read The Journalist, and we trust that during the next thirty-five years you will have an annually increasing list of readers and admirers.

Yours very truly,

BARNHART BROTHERS & SPINDLER,

Chicago, Dec. 31, 1917. W. H. French, President.

GREETINGS FROM A GREAT PRESS BUILDER

We congratulate you upon the history and work of the National Printer-Journalist during the thirty-five years of its existence. We all hope it will continue and grow in its field and thus be a constant memorial of its founder, your father, whom everybody connected with the printing industry thruout the field which he represented, deeply misses.

Sincerely yours,

IRVING L. STONE.

Pres. Duplex Printing Press Company.

Battle Creek, Mich., January 10, 1918.

WORD FROM A MOST SUCCESSFUL SOUTHERN PUBLISHER

I am delighted that you are arranging to celebrate the thirty-fifth Anniversary of the National Printer-Journalist. I have been reading this journal for twenty-one years with a great deal of pleasure and profit. It has always been an inspiration to me in my work.

May the National Printer-Journalist continue to live and prosper, and inspire the brethren to higher ideals.

With best wishes, I am, Very truly yours,

H. B. VARNER,

Editor and Proprietor The Dispatch—"A Newspaper that Does Things."

Lexington, N. C., January 9, 1918.

A CHEER FROM THE SUN FLOWER STATE

I congratulate you upon your approach of your Thirty-fifth Anniversary. I have been a reader of your valued journal for nearly a quarter of a century, and have watched, with interest, its progress and development from year to year.

Your journal is well adapted to the needs of the country editor and printer—it does not "overshoot the mark," but treats his problems in a practical manner.

Yours sincerely,

A. Q. MILLER,

Belleville, Kans. Publisher The Telescope.

PROMINENT TRADE WRITER OFFERS GOOD WISHES

The National Printer-Journalist certainly deserves the greetings of all progressives in attaining, in the face of many difficulties, its thirty-fifth birthday. Personally, I have known of its usefulness, helpfulness and influence for some thirty-one years. It has been exceedingly helpful to the country newspaper printers of the United States and Canada.

Under the lead of the present editorial and business management, I fully expect to see it round out fifty years with increased power and service to American printerdom, and especially in the vast field of applied cost knowledge, as yet scarcely touched in the country newspaper plants.

It is thru persistent plodding—surmounting innumerable obstacles—that country newspaper printers can be lifted out of the ruts into which political writing, keen competition and other influences have swerved them, and thus be enabled to rise to the higher level of business coöperation and success. May increased prosperity attend you and your large army of country newspaper readers. Sincerely yours,

G. E. WRAY.

Richmond, Va., January 14, 1918.

HOOSIER PRINTER-PUBLISHERS EXTEND GOOD WISHES

Gentlemen:—We have just learned you have celebrated the thirty-fifth anniversary of your valuable publication. Please accept our congratulations and wish you success in the years to come and may it grow and prosper and still remain the bible for all the printing fraternity. It has been coming to this office since 1890, and have never missed a number and we regard it one of the best that comes to this office. Your father, who was well known to all the craft as founder of this valuable publication, has left a record among the publishers and printers which we hope that you will carry on with success in years to come and will be a blessing to the craft and all the world. Yours,

BEESON BROS.,

The Winchester Journal.

Winchester, Ind., January 12, 1918.

DISTINGUISHED PENNSYLVANIA PRINTER-PUBLISHER EXPRESSES APPRECIATION

Accept congratulations on your having attained the thirty-fifth milestone of your existence. You are no doubt able to look back with satisfaction over the rugged paths you have trodden, and to the great good you have accomplished in your travels. I have read the National Printer-Journalist for many years and have received much information and inspiration therefrom.

You have an important place among the publications of the country, and I hope you will continue to furnish knowledge and inspiration to those who are in need of it, in order that they may pass it along to their clientele.

I have very fond recollections of many meetings with Mr. Benjamin B. Herbert, your distinguished former editor and founder of the National Editorial Association, whom I have always regarded as one of the finest gentlemen and most enthusiastic publishers that it ever has been my pleasure to meet.

Hoping that your success in the future will meet your fondest hopes and expectations, and that you may continue for many years the good work you are now doing, I remain, with kindest regards,

Very truly yours,
DIETRICK LAMADE,
Pres. and Gen. Mgr. Grit Publishing Co.
Williamsport, Pa., January 14, 1918.

FLOWERS FROM PAST-PRESIDENT ROUNTREE OF THE N. E. A.

The National Printer-Journalist has for years been an inspiration to me and in 1893 in Chicago I first met "Father" Benjamin B. Herbert, its honored editor, and during all these years until he was laid to rest up yonder on the headwaters of the Mississippi River, at Red Wing, Minn., his friendship has been a valued asset far dearer than any earthly thing.

I express my sincerest appreciation of the National Printer-Journalist on its Thirty-fifth Anniversary. May its influence always stand out in our great profession. It deserves our support.

LEE J. ROUNTREE,
Publisher Commercial.
Georgetown, Texas, January 8, 1918.

PAST-PRESIDENT N. E. A. OFFERS CONGRATULATIONS

The National Printer-Journalist, as a pioneer advocate of better things for the struggling country press of America, has won an enviable reputation. Upholding high ideals and ever explaining and urging to better business methods it has been helpful beyond measure. It can look back on its thirty-five years of endeavor and service with pride and count it proof that its plans to continue as the exponent of the best in rural and home journalism during the more prosperous and happier era that is dawning for it will receive due recognition and reward.

I congratulate my fellow publishers in having you and your brother with the vigor of manhood filled with zeal to continue the great work of your father and to keep the Printer-Journalist in the front rank of the trade press.

Fraternally,
E. H. TOMLINSON,
Past Pres. N. E. A.
Morristown, N. J., January 12, 1918.

GREETINGS FROM HONORED CALIFORNIAN

On the wings of love and veneration for its founder, my greetings fly across desert and mountain to the National Printer-Journalist, upon the approach of its Thirty-fifth Birthday.

Of all the journals and magazines published for newspaper men, no other has so continuously, consistently and effectively inculcated sound business principles and high journalistic ideals as the National Printer-Journalist has.

May it continue to be the guiding star of the newspaper profession, as its founder ever sought to make it, and may each of its readers plant in the garden of his heart—where it is always summer—a flower that shall be a fragrant offering to the memory of a great and good man—Benjamin B. Herbert.

Sincerely yours,
J. P. BAUMGARTNER,
Past Pres. N. E. A.; Editor and Manager Register Publishing Co.
Santa Ana, Calif., January 7, 1918.

A WORD OF CHEER FROM THE SUNNY SOUTH

Have been reading and enjoying the National Printer-Journalist for years and to know you have issued a souvenir Anniversary Number places me on the anxious seat to see the special, as I know it will be worth preserving.

The N. P. J. has been laid on the desk of my foreman, after I have read it, for years and he will not think of doing without its help and guidance. May you have many years of great prosperity for yourself and your splendid publication. May the new year bring to you those blessings personally deserved and that degree of success your efforts should be crowned with.

Fraternally,
SAM P. HARBEN,
Secretary Texas Press Association.
Richardson, Texas, January 11, 1918.

HEAD OF JOURNALISM SCHOOL FELICITORY

Permit me to greet the National Printer-Journalist upon the completion of thirty-five years of distinguished service in Journalism. The Herberts, the father of blessed memory, and the sons, have been effective for good to the profession of public service, which we call Journalism. Any issue of the National Printer-Journalist selected at random from among those published in these thirtyfive years will be found to contain matter worth while to the student or practitioner of journalism. It is a record of which the Herbert family and their friends, among whom I count myself, may well feel proud.

Very sincerely,
WALTER WILLIAMS,
Dean School of Journalism.
Columbia, Mo., January 10, 1918.

ENDORSEMENT OF A PROMINENT MISSOURIAN

I am glad to learn that you have issued an Anniversary Number of the National Printer-Journalist. I know it will be well worth reading and preserving. For a quarter of a century I have been a reader of your excellent journal; you deserve to succeed.

Very truly,
OMAR D. GRAY,
Sturgeon, Mo., January 10, 1918.

PRESIDENT MASSACHUSETTS PRESS ASSOCIATION EXTENDS CONGRATULATIONS

Please accept my congratulations upon your thirty-fifth anniversary issue of the National Printer-Journalist. I have been a regular reader of every issue of your paper since 1893, and would miss it greatly if it did not come to my desk every month. Your father's death was a great loss to the newspaper fraternity thruout the country, but I realize that his sons are doing evtrything possible to keep his paper up to the highest possible standard.

With kindest personal regards, I am,

Yours very truly,

ERNEST H. PIERCE,
Publisher The Revere Journal.

Revere, Mass., January 16, 1918.

WORDS OF GREETING FROM A 20-YEAR-LONG SUBSCRIBER

I think I have been a reader of the National Printer-Journalist for nigh onto twenty years. Of all the trade papers I have seen for the editor-printer it easily stands first. I knew quite well and loved Father Herbert, the founder of the National Editorial Association. His influence on country journalism will live for years to come. He was one of God's noblemen. I wish to extend my greetings and best wishes for your thirty-fifth anniversary number. May your publication go on forever.

Inclosed find $2.00 for an extension of my subscription.

Yours truly,

WILL CURTIS,
Publisher Plaindealer.

St. James, Minn., January 10, 1918.

CORDIAL ENDORSEMENT OF LIFE-LONG SUBSCRIBER

I want to contribute a few lines in saying that I have been a reader of your journal, it seems ever since I have been in business, and the valuable articles you have published have always relished with great flavor. I have been steadily at the helm on one paper thirty-three years and I glory in saying that the journal's way of doing business has always been adhered to in this office, and I am pleased to continue as a subscriber the rest of my editorial life.

Wishing your journal with all the greatest success, I remain,

Sincerely yours,

H. B. HALE,
Publisher The Weekly Gazette.

East Hartford, Conn., January 18, 1918.

IT HAS!

The article in the November National Printer-Journalist has given me quite a bit of corresponding. Only Saturday I received a letter from a former daily newspaper man now running a county paper at Rushford, Minnesota, enclosing 24 cents in stamps! While I like to answer these correspondents, and never fail to do so, it is rather embarrassing to have them send something of monetary value. Your magazine must have a tremendous large circulation among the craft.

Good luck to you!

Fraternally,

EDGAR WHITE.

Macon, Mo., January 21, 1918.

FROM ONE OF THE FIRST SUBSCRIBERS

Thirty-three years! It seems hardly possible! I was present at the Denver meeting of the National Editorial Association when Col. Herbert proposed and the National Association took the initiatory steps to establish the National Printer-Journalist. I was one of the first subscribers, and I have taken it, without a break, ever since. I have enjoyed every number, and I shall continue one of its subscribers as long as I shall live.

I became acquainted with Col. Herbert at the first general meeting of the Association, in Cincinnati, in February, 1886, and a warm friendship existed between us up to the day of his death. Col. Herbert was untiring in his effort to occupy the highest place among the printers' trade publications of the country, and the Journalist had this distinction that we all knew Father Herbert and loved him; and we always read what he had to say, realizing that he was the soul of honor, and that what he gave us came from the heart.

Thirty-three years! I wonder how many of the first subscribers are still living, and whether their names are still on the Journalist's subscription books.

Very sincerely yours,

M. P. RINDLAUB.

Platteville, Wis., January 11, 1918.

PROMINENT ARKANSAS EDITOR OFFERS GOOD WILL

My connection with the National Editorial Association and the National Printer-Journalist have covered a period of ten years and I find myself quite unable to disassociate one from the other, so firmly are they interwoven in my memory. They have been the connecting link between my state and local newspapers interests and the world at large, and Father Herbert and the Printer-Journalist will always take rank with the really worth while things of my life. I certainly hope for the journal and its new editors unbounded success, and trust that the coming year will see both the Printer-Journalist and the N. E. A. making mighty strides. The printing business is more important today than ever before, and from such sources of inspiration and information as the N. P.-J. will come great mutual benefit.

Yours truly,

EDWIN FUNK,
The Rogers Democrat.

Rogers, Ark., January 10, 1918.

PROMINENT PUBLISHER OFFERS CONGRATULATIONS

I congratulate you on the thirty-fifth birthday of the National Printer-Journalist.

I have been a reader of your paper for more than a quarter of a century, and was acquainted with your father for a much longer period. I was very proud to count him as one of my friends. He was the highest type of a Christian gentleman, and his good name was a heritage of which you may well be proud.

Wishing you continued success with the National Printer-Journalist, I remain,

Yours sincerely,

MILTON A. McRAE,

San Diego, Calif., January 7, 1918.

GREETINGS FROM A MOST SUCCESSFUL PRINTER

It affords me much pleasure to say a word relative to the National Printer-Journalist upon its Thirty-fifth Anniversary.

Without doubt this journal has been productive of great results in its activities and it has always occupied a high place among the various trade publications in our library. We have them all, but your journal covers a much larger field than those who now only circulate and publish matters about printing.

It is quite necessary that the printer, even in the larger cities, should become active in those things which affect journalism, for many of us make our living from that source and the printer-journalist of the smaller towns and cities needs the assistance of a magazine covering all features.

We note with pleasure that notwithstanding the demise of Father Herbert, the same energy and policies are being continued and should win out.

Personally, I was in at the beginning, but it will probably not be long in the course of human events before my successor must be nominated.

However, be that as it may we in this office wish you many Happy New Years to come and a usefulness unsurpassed by previous effort. Sincerely,

CHARLES FRANCIS,
Prop. Charles Francis Press,
Monday, Dec. 31, 1917. New York City.

A GOOD BIG ENCOURAGING BOOST!

I am in receipt today of your Thirty-fifth Anniversary Number of the National Printer-Journalist. It has been my pleasure and much to my profit to have read this very interesting publication, which keeps me posted, both on problems affecting the mechanical equipment of a printing office as well as the things I need to know concerning the great and useful National Editorial Association.

Father Herbert has been an interesting character in my list of acquaintances and in the establishment of this useful publication he erected a beautiful memorial for himself as well as a useful appendage for every newspaper office in America, and I trust that your valuable publication may live and prosper to enjoy many future anniversary editions.

With personal regards to all the Herberts and with best wishes to my many friends among its readers, I remain, Fraternally yours,

GEO. W. WAGENSELLER,
Publisher The Middleburgh Post.
Middleburgh, Pa., January 28, 1918.

MEMBER OF CONGRESS OFFERS BEST WISHES

The name of Benjamin B. Herbert, so long identified with the National Printer-Journalist profession in general, will long live by reason of his devotion to the profession, and his ability and integrity.

May the National Printer-Journalist likewise live long, both as a monument to him, and a vehicle for the advancement of the profession, which he loved, and the promotion of the ideals which he cherished.

LOUIS C. CRAMTON, Member of Congress,
and Publisher of Lapeer County Clarion, Lapeer, Mich.
Washington, D. C., January 7, 1918.

ILLINOIS PUBLISHER IN WARM FELICITATIONS

I have been a reader of your journal almost from the time Father Herbert started it, and all these years it has been a source of inspiration and wholesome counsel in my efforts. I am not too old yet to look to its pages for advice in my business, for my education is just fairly begun, and I shall probably have to "graduate" before I get into the high school class. There is much work for a trade journal like the National Printer-Journalist to do for country editors like myself and in the hope that it will keep pegging away on my problems, I shall endeavor to keep my name on the subscription list.

Thirty-five years! What wonderful strides the newspapers—both city and rural—have made in that time. The country press especially has achieved business standing, greater independence, and a higher conception of its relation to its community. Our country town papers are newsier, better edited, better balanced, cleaner in tone and print.

And the N. P.-J. has helped to bring these things to pass. I congratulate it again.

Yours truly, CHAS. BRADSHAW.
Carrollton, Ill., January 6, 1918. The Patriot.

HONORED PAST-PRESIDENT N. E. A. EXPRESSES WELL WISHES

I take pleasure in joining in the greeting to the National Printer-Journalist upon the celebration of its thirty-fifth anniversary. I came into the National Editorial Association the year after its first number was issued. I formed a close and intimate friendship with its proprietor, Benjamin B. Herbert, which lasted until the day of his death. No other one man or publication has contributed more unselfishly and effectively towards promoting brotherhood, organization and high ideals in the newspaper profession. The National Printer-Journalist is a monument to the self-sacrificing, unselfish and tireless devotion of Colonel Herbert to the profession he so highly honored. I hope it may continue many years to be a blessing to journalism and the world.

Very truly, E. W. STEPHENS.
Columbia, Mo., Jan. 1, 1918.

HARD UP: BREAKS INTO RHYME

There is a printer down in the Southeastern part of these United States who hasn't the money—yet—to take care of a little obligation. He is a customer of the Washington, D. C., branch of Barnhart Brothers & Spindler, and in corresponding with the firm the other day concerning his delinquency, broke into rhyme as follows:

"Before Christmas I had the grip
And since that time I've had the Pip.
I now have cash upon my hip,
But just enough to pass this tip.

I'm going good, I'm on my feet,
If I don't slip upon the sleet
And Garfield let's me have the heat
One note next week I sure will meet.

SOME PRINTERS' ADVERTISEMENTS—WISE AND OTHERWISE

By William Darwin Fellows

Subscribers are invited to submit their own advertisements or the advertisements of others for treatment here. It is all for a bit of good-natured fun with, perchance, a sprinkling of common sense in the background.

This freak was taken from a countryside local paper. It is per Hoyle with these countryside editors—some on 'em—at that. They rarely ever put more than an ounce of thought-work on their appeals like unto this one. Somehow, some way, they have it deep embedded in their beaneries that most any old thing will go with their subscribers.

Sounds natural, doesn't she? Yep, sir.

In first place, the paper doesn't do "all kinds of job printing." There be jobs far beyond the ken of these small-town printermen to negotiate. They can't, for instance, print a circus bill in colors, and indeed there be many other jobs they cannot tackle with success. So right here is an exaggeration; an exaggeration, if anybody should make bold enough to inquire, does not ever set well on a reader's tum. Oftentimes, he doesn't stop to analyze it, no, but the impression soaks into him and gets him wet, just the same. This wet thing, you realize, dampens his enthusiasm.

"We use the best stocks." What printer won't claim as much? You may search, from Dan to Beersheba, for a printerman that will not say all that, and you won't find him hardly ever. They all use the "best stocks"; you know it. At any rate, they claim to. We have your misgivings, of course. And right here, again, you get damp.

"Our prices are lowest." Of course, of course. Show me a printerman, if you can, in all this old world, who won't say that. Supposing you gulped it down as white truth, what then? You would be apt to wake up some on these here Tuesday mornings to the tune of higher prices than the next fellow charges. Yet they all agree to make you "lowest prices." You've been thru it all, and you get some more damp.

"We would appreciate your business." Who wouldn't? John would. You would. The other chap would. I would. It's natural. But is this here thing sufficient to prompt Sam Smedley to gin this printerman some jobwork? Nit, it hain't. So you grow damp again. This winter, your dampness sort of congeals into ice, too. You shiver yourself away from Mr. Printerman.

It's up to a countryside printerman to show that he, himself, really believes in advertising. It's likewise up to him to do his own advertising in a way that is, at least, half expected to convince someone. Folks are quite apt to regard a model as the whole ball of wax, you know, and what could pose as a better model here than Mr. Printerman?

And still, he doesn't convince a confiding old chicken. Reader, can see it and feel it, too. It's a cold-blooded affair, at best. Nothing here to put a particle of heat into Mr. Reader. He is just as likely to ram off and get his printwork done by a printer he has patronized.

What's matter of printerman calling a spade a spade here? What's matter of his saying some things he does better? What's matter of his letting Mr. Reader into a few secrets such as using such and such papers, or giving so and so prices for this and that job? Mr. Reader would move up closer to him, then. He would get some bit of fire to warm him up some. He would, forsooth, get a reason or two for cutting his present printerman and going to see what this fellow could do for him. Yes.

Don't, for heaven's sake, stand way out yonder, Mr. Printerman, and shoot things at Mr. Man. Deliver 'em to him straightway. Something that fits the case, at that. Something that prompts Mr. Man to do a mite of thinking all to himself and by his lonesome. This thinking act is what gets a man finally, you know. Without it, he doesn't get some place, at all. Just as in this instance, he doesn't get somewhere.

Our
WEDDING
INVITATIONS
and
ANNOUNCEMENTS
bear the seal of society's approval. The engraving is the finest of hand work—the workmanship throughout is, we believe, unexcelled—and the stock used is the best money can buy.
Samples Gladly Submitted.
WRIGHT, KAY & CO
JEWELERS
WRIGHT, KAY & CO. BUILDING
WOODWARD AVENUE AT GRAND RIVER
ESTABLISHED 1861.

Wright, Kay & Company are some jewelers in Detroit, believe me. Now they are trying to make a ten strike with their printed matter of cards, as it were.

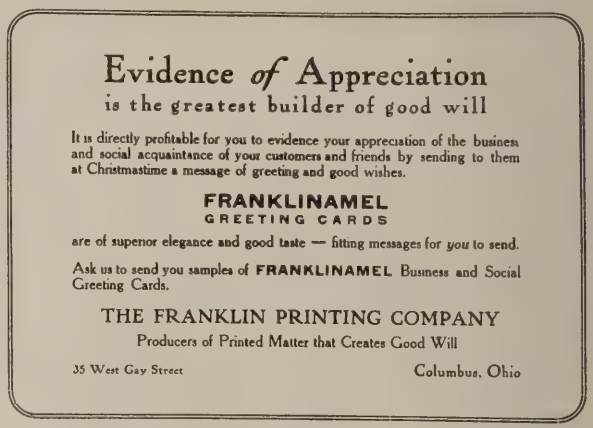
A good many good people have patronized the firm for jewelry for this ever so long; they don't as much as suspect that the store sells printing. They haven't had a fond daughter yet to get hooked up with some mere man. It's her loss, of course, but then, the parents don't even so much as surmise a lil' surmise that the store does invitation cards, and so on. They thought, before, they would have to call on a regular printer for such things; and they knew all along that regular printer would do 'em a brown job, an' up to snuff job of it, at that. A regulation printer is the logical personage for them to seek them. But this store wants them to know now that it can and will print them some invitation cards and suchlike.

It has, for years, been selling them good jewelry, yes. Is that a reason why it can measure up as well on printed cards and suchlike things? Nope. These cards and suchlike things are new to the store, so far as readers can realize. And the new, you understand full well, is generally responsible for some mixups. Consequently and to be on safe side of fence, their former customers and present readers will feel, maybe, like patronizing a regular printer. Particularly, if they have hitherto gone to regular printer for such things.

Why couldn't the store have said something about the quality of board it uses, its quality of printing done, or at least have told the name of somebody who patronized it for such things and was pleased? The store numbers among its patrons the best families of Detroit. Then, sez I, gin the name of some one of these old families; it would make some hit with readers. Anyhow, why not say a bit of something anent better printwork, fine stocks, and know-how layout, and so on?

Anything, sez we, calculated to give a reader a bit of cuddle. Here is another case of cold blood. One of the society ginks must be dead sot on purchasing invitation cards and suchlike from the firm to do it, yes, siree, sir. Then she will wonder in her private mind if she could not have done a wondrous sight better by patronizing a regular printerman. For, don't you know, this printing art game is evidently a new one to the store. Mayhap, she will do her bit of wondering beforehand and keep away.

These mere announcement things are things of a bygone age, so they are. People look for something more heated nowadays. They want some fire put into their systems. They don't get some here, that's some cinch.


Evidence of Appreciation
is the greatest builder of good will
It is directly profitable for you to evidence your appreciation of the business and social acquaintance of your customers and friends by sending to them at Christmastime a message of greeting and good wishes.
FRANKLINAMEL
GREETING CARDS
are of superior elegance and good taste — fitting messages for you to send.
Ask us to send you samples of FRANKLINAMEL Business and Social Greeting Cards.
THE FRANKLIN PRINTING COMPANY
Producers of Printed Matter that Creates Good Will
35 West Gay Street
Columbus, Ohio

This almost-monstrosity of the Franklin Printing Co. happened just previous to Christmastime, as you will see. It's about Franklinamel cards of superior elegance and good taste; the fitting message for you to send. Wow!

How we know they are of superior elegance? This way—the Franklin Printing Co. says so. Firms that advertise have a habit of saying so, you know. Where do you and I get off the train? We are supposed to climb off in the near vicinity of the advertiser. We are supposed to swallow down whole and without one gullop all he tells us. Do we? No, sir, we do not. We have learned our lil' lesson, thanks awfully. We've been stung afore this.

Not so much as a single good thing said for Franklinamel. We don't know what she's composed of, nor a thing about her. Can't see, for our lives, if the cards carry illustrations or just

pure message done in type. Can't glim onto whether message is put into poetry or just plain prose. In short, we glim onto this here thing-umbob in a wild endeavor to ascertain whether we are to write up our own kind of message or if it's already printed on these Franklinamel card things.

What sort of enthusiasm does it put into us for some Franklinamel cards then? None. We are left in the dark to guess. We don't even know if they are done on decolette edge stock or something different.

Couldn't the thing have been made plainer for us? I'll say it could have. A picture could have been painted in our dome for some of the Franklinamel cards. At any rate, we could have been made more anxious for some than now. There's nothing for us to cart away in our headpiece, is there? Nothing at all to make us keep thinking Franklinamel cards on our way to woodshed, bed, postoffice. Hence, the whole bing announcement is gone out of us almost before we've dropped our reading two minutes.

It's the advertisement that makes us think afterward that does the trick, sez we. Give us something than to keep our thought waves busy. Don't slambang any old thing our way and hope we shall keep on cogitating, for we won't. It's not the way human beings are constructed these days.

So many printermen there be who imagine if they can only get into print with their bare announcements they will do business. If anybody should make bold enough to ask it, it's the printed advertisement that prompts a reader to think things over afterward that does the trick right. He will be apt to convince himself then; that's the only way to convince anybody. We can give this "anybody" reasons to convince himself, that's all.

Riding down town in a strasse car the other morning, a card got my lamps. It read thiswise:

"PRINTING IS NOT A NECESSITY. Neither is the telephone, but it will pay you to see us for that get-there-quick kind, the sort you cannot help but read."

If printing is not a necessity, I'd like some kind soul to put me hep to what is a necessity. It is necessary for business-getting, that's as sure as you're born. So far as that goes, there is nothing necessary in this old world we live in. Necessity is a relative term, anyhow. Take air out of the world and we wouldn't many of us continue to stay around here; and yet air isn't a necessity, because we are not a necessity.

Not a great many of us think such thoughts over very much when we read such a street car card. But we do get an impression, just the same. And it is an impression that prompts us to do or not do things. Impressions are well-nigh as forceful as real thoughts sometimes.

I wouldn't say that printing is not a necessity. It is as much a necessity as most anything we know about. I would take hold of the bull by his long horn, so I would. I wouldn't ever think of such a thing as to do my levelest to throw my reader out of his natural trend of headwork. For then we shall have to walk him back before we can get him to consider our message to him.

True, this street car card said that he delivered the get-there-quick kind of printing, the kind you can't help but read. But then he forgot all about saying any reason why he could do that kind of work. Then, what was to hinder him saying as much? Nothing, absolutely nil. And you and I hence read his strasse car card and have our doubts; we knew bally well that every man would say he does right printing.

We do, certainly, want the WHYS, don't we? Yes, siree, we do that.

But, you see, this street car card was intended for publicity mostly. Publicity, by the by, is not what a printerman is after; that is, he ought not to worry himself sick searching for it. It's all right for a soap or a perfume or something like unto that which has been promulgated, wide and handsome, for these many years, to all kinds of folks.

But Mr. Printerman should have something—a really and truly something—to say for his work. He has a limited audience to draw from, anyhow. He ought then to go to his own people with reasons right and convincing for them to consider, sez we.

THIS PAPER "HAS THE GOODS"

The Winterset Madisonian of Winterset, Iowa, under date of January 9th, contains a first-page article of interest to advertisers as it consists of a careful analysis of its circulation. The article points out that the cost of advertising should be based on the service rendered rather than the inch cost of the space. In support of the claim that the Winterset Madisonian covers its field, a complete list of Douglas Township families is submitted. The names of the subscribers are given and the point is made that the paper reaches 88 per cent of the families in Douglas Township. The paper challenges any newspaper in Iowa to make a better showing in covering its field with a subscription list that is PAID IN ADVANCE and secured without the aid of contests or premiums. Similar data on other townships of Madison County will follow and advertisers are urged to closely scrutinize the information so courageously set forth. It is perfectly evident that the Winterset Madisonian "has the goods" or the publisher would not dare open his books so confidently.

NATIONAL PRINTER JOURNALIST
A JOURNAL for PRINTING and ALLIED TRADES

Established in 1883 as "The Printer and Publisher"

Published Monthly by The Ravenswood Press
4610-18 Ravenswood Ave., Chicago, Illinois

Entered at the Chicago Postoffice as Second-Class Matter
BENJAMIN S. HERBERT - - - - - - - - - Editor
WILLIAM E. HERBERT - - - - - - - Business Manager

Official Paper of the National Editorial Association.

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

CHICAGO, ILLINOIS, FEBRUARY 1918

OUR AIM AND PURPOSE

The National Printer-Journalist is devoted to the promulgation of information and suggestions that will make for better business in the printing and publishing industry. It seeks to make of the printer-publisher a better business man and of the employee a better workman, whose efforts will co-ordinate those of his superior in the attainment of more substantial success.

Its editorial policy is positively committed to the furtherance of the best interests of those engaged in the printing-publishing department of the graphic arts industry. The National Printer-Journalist seeks to correlate the activities of all associations which have a positive program for the advancement in the high calling of its members. It is determinedly committed to the fighting of iniquitious and harmful legislation. Unfettered by restrictions of any description, it is able to readily lend its influence for the advancement of that particular division of the great graphic arts industry whose interest it has served for a third of a century.

The national government paid a great, tho indirect and unintended, compliment to the so-called "subsidized press" in depending upon it for spreading the intelligence concerning Fuel Administrator Garfield's order for heatless days. From one end of the country to the other the order was obeyed, but the significant fact is that the newspaper press furnished the only possible method by which the proclamation could be quickly carried into every home and factory. The formal serving of notices was impossible.

Indirectly, too, the administration complimented the people, because of its evident willingness to entrust to their intelligence the interpretation of the order. The government acknowledged that the nation is made up of citizens who are far removed from illiteracy, the abundant proof of which lies in the fact that they subscribe for and read newspapers.

* * *

The illogical and utterly foolish contention of certain members of Congress that the postage rate allowed on newspapers and periodicals is a "subsidy" has thus been given another body blow, and the value and service of the press to the nation has been given another most significant exemplification. Let those who would shackle the press consider the cost of any other method of reaching the public, which seeks to be law-abiding, with such speed and thoroness. If fuel was saved and congestion relieved, how much was the service, quickly and willingly offered by the press, worth to the Union?

The reason why the lower postage rate was originally granted by the United States Government to the publications, was to increase intelligence. Surely, no one will say that the purpose has failed. The case just cited, where the government itself in time of war and in great distress by reason of congested freight traffic has confidently left the interpretation of a hastily issued order of greatest consequence, almost entirely to the intelligence of the newspaper-reading public, is eloquent testimony. It is conclusive proof that the wisdom of the first law-makers of the Nation was greater than that of some of their rattle-brained decendants.

The editor of this magazine visited the fuel administration headquarters in Chicago shortly following the issuance of the fuel conservation order and one after another of those seeking information were asked if they had not read the order, and its supplementary additions, in one of the great metropolitan newspapers, a copy of which lay upon the government agent's desk.

The incident offered signal illustration of the dependence of the government on the one hand, and the people on the other, upon the newspaper press for securing information. Still there is heard in the halls of Congress, the highest law-making body in the land, talk about the newspaper and periodical postage rate being a "subsidy."

When people and government are shown to benefit so enormously by this intelligence-carrying service, can there be anything of wisdom in killing its efficiency by increasing the expense of carriage 50 to 900 per cent and thereby taxing to death the very service upon which the government and the people have been shown to be so dependent?

No reader of this journal believes that the low newspaper and periodical rate is a subsidy, but there may be those who have made no effort to convey their opinions to their representatives in both houses of Congress. If such there be, the use of the mails and the telegraph is cordially recommended.

* * *

On several other occasions, the National Printer-Journalist has expressed its disapproval of the propaganda of economy inaugurated by those in authority who seem not to have appreciated the extent of the evil which may result in the general practice of the principles enunciated.

In the flotation of the Liberty Loan issues, false economy has been exercised on one hand and outrageous expenditures of money for the purchase of posters and printed material on the other. This lack of discretion has increased the cost of carrying on the war.

It is confidently believed that the Liberty Loan issues could have been sold without throwing the country into an hysteria of excitement by the adoption of two simple plans.

The first would have been to have contracted for advertising space in the same media which made it possible for the Garfield order to be communicated to the nation, viz: the newspaper press. The purchase of advertising space could have been effected in the daily and country newspapers at one-tenth the cost of printing the posters and other unprofitable literature. The publishers then would have enlisted their support of the bond issues in a manner that would have more effectively proved their patriotism.

So far as the actual sale of the bonds was concerned, there is little doubt but that the work could have been done quietly and effectively by the salesmen of bond houses who thoroly understand the manner of the disposition of bonds to business men, thereby releasing the thought and energy of those who gave themselves so unselfishly to effect sales upon a voluntary basis, for the doing of those things which would have promoted their own and the general welfare.

A straightforward businesslike policy of this kind would have won the esteem and respect of sound business men and would have saved the country from being thrown into a turmoil of confusion and paroxysms of excitement.

It is certainly false economy to try to get something for nothing and so far as can be learned, the efforts of certain advertising men at the head of government bureaus, who seem to have learned especially well the methods of obtaining concessions from publishers of newspapers, great and small, are being devoted to exploiting newspapers, getting all they can from the publishers for nothing, instead of adopting a wisely directed policy which included the purchase of that which publishers have to sell just as other departments of war materials have done in the purchase of that which was necessary for the proper carrying on of their work.

There is a vast difference between the elimination of waste and the withholding of money from legitimate business. The cultivation of the practice of thrift is one of the most important habits that may be learned by the American public but the discouragement of buying of everything except the absolute essentials for living is certainly most unfortunate, and if continued, and the practice becomes general thruout the country, the policy will become one of the most harmful and insiduously evil influences that can be imagined. Money is necessary to win the war and its free circulation in the purchase of essentials for continuing a safe standard of living is more necessary now than before the war.

PRESIDENT HOTALING OF N. E. A. AN ADMIRER OF ROBERT BURNS

Upon the occasion of the One Hundred and Fifty-ninth Anniversary of the birth of Robert Burns, Mr. H. C. Hotaling, President of the National Editorial Association, publisher of the Blue Earth County Enterprise, of Mapleton, Minn., was to have delivered the address of the occasion before the Maple River Burns Club at the Pastime Theatre, Mapleton. In the absence of Mr. Hotaling, in attendance upon his duties as President of the National Editorial Association, the following telegram from him was read:

"Tho far away, my thoughts today, Burns' day, drift back to the old home town and in memory I hear David Will singing, "Rantin' Rovin' Robin"; and in fancy I see the gathering which for more than a half century has not only made Mapleton known far and wide but has been a potent influence in spreading that cement of human kindness proclaimed by the ploughboy poet himself. We are today fighting for that era of peace and democracy heralded by Burns 'when all the world shall brothers be.' And may your gathering tonight be all that the founders of the club would wish for in its perpetuation of the memory of him, who, in a time like this, proclaimed:

"'Now's the day and now's the hour,
See the front of battle lower;
Freemen stand or freemen fa'
Liberty in every blow;
Let us do or die.'"

Mr. Hotaling's address, entitled, "Loyal Robert Burns," is printed in the issue of the Blue Earth County Enterprise under date of Friday, February 1st. It is a most interesting article and reflects the enthusiastic admiration of Mr. Hotaling for the great Scotch poet.

Tells of Experiences Down South in Snow Bank

In the same edition of the Enterprise is found a three-column account of the editor's visit to the Southland, where he was most successful in securing the affiliation of state press associations with the National Editorial Association.

The article is headed, "Down South in Snowbanks." The opening paragraph follows:

"Let a traveler be blindfolded and board a train at Winnipeg and then travel southward as far as Memphis, Tennessee, and there remove the blind and he will be unable to tell that he is outside of Canada as far as snow and weather are concerned. The other night as the writer pulled into the city of Little Rock, Arkansas, we enjoyed the novel sensation of partaking of the evening meal on the dining-car clad in a heavy overcoat and found it uncomfortably cool at that. They are conserving fuel all right, but we wonder if they are conserving health and the number of deaths from pneumonia at Camp Pike indicates how unprepared the people of the South are for such weather. Governor Brough and others informed me that they had never experienced such cold weather in a quarter of a century.

National Editorial Association
Business Administration Department
Conducted by the President of the N. E. A.

THE National Editorial Association today has the largest membership in its history and more are joining every week. All can see the handwriting on the wall and unless they coöperate, certainly they will continue to suffer the consequences.

* * *

The State Associations of Massachusetts, Oklahoma, Colorado and Arkansas have coordinated their entire membership in the National Association. Several other states have taken like action besides quite a number of district associations; also the Tri-State Association comprising the most prominent newspapermen of Mississippi, Tennessee and Arkansas. What is your state doing on this vital question?

* * *

Federal control of the manufacture of print paper lost out in the Senate by four votes. How did your senator vote and did you write him and tell him your wishes in regard to the control of print paper? The fight is not over, so write your representative in Congress and ask for a fair deal.

* * *

The date for the National Convention at Little Rock, Arkansas, has been fixed for the week commencing June 3rd, and will be followed by a trip over that remarkable state. A part of the time will be put in at the Hot Springs. There will be something doing every moment. The newspapermen of the south are all interested and promise to show their brethren from all points of the compass a time truly worth while. Some real headliners will appear on the program. If you have any suggestions to make, send them in now. We would be glad to have your ideas, as a practical and beneficial program is desired.

* * *

Iowa has one of the best associations in the country due to the efficient work of Field Secretary Caswell.

* * *

When it comes to securing practical results the Missouri Press Association is in a class by itself. It recently secured a consignment of envelopes for its membership at $1 per thousand, equal in every respect to those bought from the jobber at $1.50. Coöperation pays, and the larger field offered by the National Association needs tilling very much. Get your state or district association to join hands with us and help.

* * *

Commence to make your plans now to attend the National Convention in Arkansas. We have the word of Governor Brough that there will be something doing all the time. Minnesota, Colorado and Oklahoma have already indicated that they will be there in force.

* * *

Detroit, Michigan, and Seattle, Washington, are already planning on landing the 1919 convention and Boston considers it has the promise for 1920, when they intend celebrating the 300th anniversary of the landing of the Pilgrim Fathers.

* * *

We all sincerely hope that the Arkansas meeting may be the occasion when we can celebrate the declaring of universal peace thruout the civilized world, but rather postpone the day than have anything but permanent peace.

* * *

Every newspaper man in America should urge the Thrift campaign. Save the waste and thus help end the war.

* * *

"THE NEWSPAPER AND THE LAW"— A BULLETIN

A scholarly, yet practical, summing up of the laws governing newspapers, is contained in a bulletin, "The Newspaper and the Law," which is soon to be issued as No. 15 in the Journalism Series of Bulletins of the University of Missouri. The author is Frederick W. Lehmann, LL.D., a leading member of the St. Louis bar and former Solicitor General of the United States. First appearing in the form of a paper read before the School of Journalism, Mr. Lehmann's remarks appealed to his hearers as covering the ground so adequately that it was decided by the school to give them permanent form.

The bulletin is especially noteworthy for the manner in which it clarifies the laws of libel for the general reader. Contempt of court is also defined, the author pointing out to what extent the laws permit newspaper criticism of court proceedings. Summing up, Mr. Lehmann shows that great freedom of the press goes hand in hand with great responsibility. His points are reinforced by citations of important cases, dating from early days in America to the present.

"The Newspaper and the Law," like the other bulletins in the Journalism Series, is intended for free distribution among newspaper workers and other interested persons. Requests for copies should be addressed to the School of Journalism, University of Missouri, Columbia, Mo.

MANUFACTURERS' NEWS

MERGENTHALER LINOTYPE COMPANY PUSHING SALES OF LUDLOW TYPOGRAPH

The Mergenthaler Linotype Company has just issued a new catalogue for the Ludlow Typograph, and also a booklet showing one-line specimens of Ludlow Typograph faces.

In connection with the Ludlow Typograph there is an interesting detail which up to this time has been overlooked. Sometime in the early 60's the work of fast typesetting was analyzed.

The Mergenthaler Company now points out that "with the Ludlow Typograph, however, we now face a new condition—typesetting vs. matrix setting.

"Non-distribution, so-called, using movable or individual types, is hardly half-way efficient in eliminating distribution entirely or saving labor in the composing-room. Any system of casting separate types for the cases of necessity requires:

(1) That the type in the first place be distributed after it is cast.

(2) That the type be stored in uncertain quantities which can in no way be determined to suit varying requirements.

(3) That storage involves a tremendous investment in metal, to say nothing of the floor space required, and the labor to "keep up (or in?) sorts," and

(4) That losses and errors in handling are the same as with any other movable type.

"All of these handicaps or disadvantages of movable type are overcome with the all-slug system of display composition because there is practically no distribution, no type storage, no investment in storage cabinets, no expenditure for unused or tied-up metal, and no loss as in handling movable types."

INTERTYPE GET-TOGETHER CONVENTION

Brimming over with confidence, enthusiasm, loyalty to "the BETTER machine" and the organization back of it, the executive staff of the Intertype Corporation, heads of departments, sales managers, and salesmen, recently completed a most successful three days' convention with cheers for the designers and builders of the Intertype and for its president and his assistants.

The convention was held from January 3rd to 5th in a large room adjoining the general offices of the corporation, 50 Court Street, Brooklyn, and was presided over by Henry W. Cozzens, general sales manager.

The headquarters for the visiting branch managers and their salesmen was the Hotel Bossert, Brooklyn. Upon assembling there Thursday morning, January 3rd, the delegates were divided into groups of convenient size and proceeded to the Intertype factory nearby, where the morning was spent in a thoro inspection of the modern equipment used in building the Intertype.

The first business session was opened in the afternoon of January 3rd, and, following the opening remarks by the chairman, who commented on the splendid progress made by the Intertype during 1917 and outlined the work of the convention, President H. R. Swartz presented an excellent talk on "Salesmanship."

Each branch manager then reviewed the year's work in his territory, and other papers were read by the secretary of the corporation, the treasurer, the assistant to the president, the manager of the credit and collections department, and the publicity manager.

A particularly helpful part of the program were the seven-minute papers read by each salesman on his most difficult sale and how he consummated it. It was agreed by judges who had been appointed that the best of these papers were submitted by L. G. McManus, A. W. Swenson, F. F. Hartlage, and C. L. Breckon. The paper presented by Mr. Breckon was entitled, "After the Salesman Comes the Erector."

The Thursday afternoon session was addressed by Jason Rogers, publisher of the New York Globe, his subject being, "Salesmanship from the Buyer's Point of View."

During the Friday morning session a sketch or playlet was given by Messrs. Van Horn, Manifold, and Hartlage, entitled, "The Wicked Partners: or Buying a Composing Machine." It was an interesting and effective presentation of the discussions which often arise between a prospective customer and the salesman.

Other interesting papers were read by Mr. S. Scudder, supervising engineer, on "The BETTER Machine"; T. S. Homans, chief designer, on, "Simplicity in Composing Machine Design"; R. M. Kincaid, works manager, on, "Factory Efficiency"; B. F. Soper, head of the Intertype matrix department, on, "Matrix Making and Faces"; and J. A. Crombie, manager of the inspection and erection department, on, "Inspection Service at the Factory and on the Outside."

Thursday night the delegates dined at Reisenwebers' and later went in a body to the Century Theatre, and Friday night, January 4th, the entire gathering attended a dinner given by President Swartz at the Crescent Club, at which Richard H. Swartwout, chairman of the board of directors, was guest of honor.

OSWEGO MACHINE WORKS EXPANDING

The Oswego Machine Works of Oswego, N. Y., is not afflicted with the hysteria of economy that has paralzed the enterprise of some other manufacturers. In a recent letter to the National Printer-Journalist, Mr. Niel Gray, Jr., the President of the Company, says:

"We have occupied the new brick and stone and steel building just recently completed and served by the new 360-ft. railroad siding alongside, and find, as we have found before when we have added to our plant, that we have not added big enough.

"In fact, this new building is now crowded with work, and our stock handling department are apparently just as unhappy as they were before.

"We have installed a large number of new, heavy, latest improved machine tools, and these are beginning to make some headway towards improving our finished stock condition. We aim to ship every size and style Oswego cutting machines from stock the same day we get an order, and we propose to add to our facilities consistently until we can maintain that condition and more, too, because we believe that promptness of service in a great many cases is almost as important to our good friends and customers as being able to supply them with the best cutting machine that can be produced."

Eugene C. Lewis Company have installed a 50-inch Oswego Rapid-Production Cutting Machine with the newly devised Oswego Giant Knife Bar Motion, which

leaves a smooth glass-like surface on the face of the cut pile.

The widespread distribution of Oswego Auto Rapid-Production cutters is evidenced by the following recent installations of these new machines:

Corlies, Macy & Co., Inc.; American Sugar Refining Co., Keller Printing Co., American Bank Note Co., Mounting & Finishing Co., C. A. Agar & Co.

INTERTYPE ISSUES VALUABLE HANDBOOK

The Intertype Corporation of New York has issued a valuable handbook entitled, "Intertype Information." It is published for the benefit of Intertype operators and others who are interested in Intertype machines.

The pages of the forty-page booklet are packed with suggestions and data which will enable the intending purchaser of one of the machines to become familiar with its parts and to secure some idea of the operation of the various devices that make up the mechanism.

The user or operators of an Intertype machine will surely find this compendium of information to be exceedingly useful and doubtless it will often afford ideas and suggestions for the better care of the machine.

The size of the booklet permits its carriage in a coat pocket and its frequent use will thus be encouraged.

The various models of Intertypes are shown, and the neatly printed pages carry information that will enable one to become more intelligent in the application of the principles of slug casting.

It is understood that the publishers, whose executive offices are located at 50 Court Street, Brooklyn, will send a copy of the booklet upon request.

PRINTING INK MAKERS ELIMINIATE GRAFT

The printing ink makers of America are evidently purposing to eliminate the "printing ink graft" which has for so long a time been a canker on the trade. With the aid of the Federal Government, the manufacturers of printing ink have combined to eradicate the practice of giving gratuities to customers' employes.

By act of Congress, "all unfair methods of competition in commerce are unlawful," and certainly the time-worn practice of subsidizing of employes by certain unprincipled ink companies is and always has been unfair.

The National Association of Printing Ink Makers has issued the following statement, and in the membership of that organization are to be found the leaders of the industry:—

In the course of an investigation into certain methods of distribution by various industries, the Federal Trade Commission, on November 24, 1917, called a meeting of all Printing Ink Makers at Washington for the purpose of discussing the application of this law to the alleged practice of giving gratuities to customers' employes.

"It is obvious that such practises are inhibited by the act and that the correction of this sales method, to whatever extent it may have existed, **is not only desirable but cumpulsory.**

"A stipulation to this effect was accordingly signed by the manufacturers listed below, and filed with the Federal Trade Commission at Washington. It embraces the giving of any gratuities, commissions, rebates or loans to employes or principals of concerns to whom supplies are sold.

"Pursuant thereto each of the members of the Printing Ink Makers Association has taken all necessary steps to fully comply with the requirements of the law and the demands of the Government.

"They take this opportunity to assure their competitors that the Association and its members will coöperate with them and with the Commission to secure for them and each of them the opportunity to engage in free, fair and open competition."

LIST OF RECENT PURCHASERS OF LINOTYPES

Centralia (Wash.) F. H. Cole Printing Co.; Portland (Ore.) Frederick A. Dunham; Mountain View (Cal.) Pacific Press Pub. Association; Hazelton (Idaho) West End News; San Francisco (Cal.) La Voce del Popolo; Wendell (Ida.) Irrigationist; Healdton (Okla.) Herald; Prentice (Wis.) News-Calumet; Newark (Ohio) Advocate; Malvern (Ark.) Meteor; Traverse City (Mich.) Record-Eagle; Fort Wayne (Ind.) The Fort Wayne Linotyping Co.; Boston (Mass.) American; Yoakum (Texas) Herald; New York (N. Y.) W. A. Mazur; New York (N. Y.) Enossis Pub. Co.; ..ew York (N. Y.) Feruss Press, Inc.; Cleveland (Ohio) Gospel Herald; North Little Rock (Ark.) African Methodist; Quincy (Fla.). Times; David City (Neb.) The People's Banner; Waukon (Iowa) Republican; Racine (Wis.) Journal-News; Algona (Iowa) Courier; Fitchburg (Mass.) Daily News; Clarksville (Texas) News; Milwaukee (Wis.) Sentinel; Baxley (Ga.) News-Banner; Tifton (Ga.) Gazette; New York (N. Y.) Ingle, Inc.; Lihue (Hawaii) Garden Island; Havre (Mont.) Promoter; San Francisco (Cal.) Serbian Herald; Newport (Wash.) The Miner; Amarillo (Texas) Panhandle Printing Co.; Berkeley (Cal.) Gazette; Burton (Wash.) Vashon Island News; Des Moines (Iowa) The Iowa Homestead; Bicknell (Ind.) Monitor; Paducah (Ky.) The People's Voice; Idaho Falls (Idaho) Times; Wabasso (Minn.) Standard; Phoenix (Ariz.) Gazette; Logan (Utah) The Journal; Nashville (Tenn.) Marshall Howard; Rexburg (Idaho) The Current-Journal; Arcata (Cal.) First National Bank; Riverside (Cal.) Press; Medford (Wis.) Star-News; Spokane (Wash.) The Spokesman-Review; Hamilton (Ohio) Press; St. Albans (Vt.) Messenger; Lyford (Texas) News; Brooksville (Fla.) Star; Akron (Ohio) Press; Butler (Pa.) Ziegler Printing Co., Inc.; Cleveland (Tenn.) Banner; Gadsden (Ala.) Times-News; Huntington (Ind.) Christian Conservator; Indianapolis (Ind.) News; McPherson (Kan.) Democrat-Opinion; Marion (Ohio) Star; Petersburg (Va.) Virginia Printing & Manufacturing Co.; Cleveland (Ohio) American Bohemian Daily; Waynesboro (Pa.) Record; Catskill (N. Y.) The Recorder; Pineville (Ky.) Sun; Denver (Colo.) Frank Mancini; Hugo (Okla.) Husonian; Decatur (Ill.) Review; Houston (Texas) Chronicle; Boston (Mass.) The Alpine Press; Norfolk (Va.) Virginian-Pilot; Charleston (W. Va.) Gazette; New York (N. Y.) Evening Post; Ladd (Ill.) Herald.

NEW OFFICERS OF BROOKLYN DAILY EAGLE

At the annual meeting of the Brooklyn Daily Eagle the following new officers were elected:

William Hester remains President and General Manager; William Van Anden Hester, formerly Secretary and Treasurer, becomes Vice-president and Treasurer, and Herbert F. Gunnison, formerly Business Manager, becomes Secretary and Publisher.

"PRINTING FOR PROFIT"

The New Book by Charles Francis

This is a 6x9x1½ book, of 404 pages, strongly printed in a clear 11-point, with a fine portrait of the author as a frontispiece, and some twenty other illustrations. It is bound in a substantial dark olive-green buckram, and costs only $3, though it is worth the price of a college course in the printing art. Orders will be filled by the Book Department of the National Printer-Journalist.

No printer of brains can read this book carefully, and chew it thoroughly, as it deserves, without obtaining profit, that which he can turn into good solid dollars. The man in active competition, who does not already know it all, will find here a guide to money-making, which seems to answer every question with sound hard sense, and contains useful hints gathered during a long career of activity in doing printing on three continents.

The printer must not only know, but he must live up to what he knows; and it is evident that the author has lived up to the hard rules for success which he lays down, and that the great mass of proprietors of printing offices have failed of a profit just because they continually violate the principles of money-making. Many a printer who reads this book will say, "Why didn't I know enough to run my printshop in this way? It is my own fault that I never make money. I am going to turn over a new leaf right now, and take this book as a guide, and when I am tempted to do some fool thing, I will just look in it and see what happens to the fellows who go on taking fillers, and disputing with their customers. I ought to be kicked around the shop and out of the back door for the way I have run this plant. I'm going to reform."

Without ostentation, in a simple direct style, the reader is led to follow the author in his career from a typo and press-feeder in far-off New Zealand to his development in London, and then by way of various western United States printeries to the metropolis of the West, Chicago. Finally, he landed in New York, and the story of the struggles by which the Charles Francis Press was builded is told briefly, the purpose being to inform the reader of the method by which he climbed the rungs of the ladder, until at seventy, his fame is worldwide, and he is still going strong, and likely to reach the century mark.

Aside from the historical part, the following list of chapter titles gives a rough idea of the contents of "Printing for Profit"; Making a Profit, Thoughts from Successful Printers, The Printer as a Business Man, Profitable Financing, Development of Periodicals in America, The Making of a Magazine, Evolution of the Trade Catalog, Problems of Salesmanship, Taking Orders and Holding Customers, Advertising the Printing Office, the Small, the Medium and the Large Plant, Office Management and Keeping Accounts, Managing a Composing Room, Securing Profit in Presswork, Printing Ink Problems, Problems in Purchasing, Relations with Employes, Growth of Trade Associations, The Printers' League of America, Estimating and Price-Making, Service, Efficiency and Specialization, Reciprocity, Ethical Problems of the Printer, Customs of the Trade, Leakages, Pitfalls and Mistakes.

It is a strong book by a strong man, full of strong thoughts. Note this: "It is an error to try to get along without cash. When the cash is not in the business it should be borrowed. . . . Modern business has developed so that very much of it is of necessity conducted on borrowing." The so-called forceful salesman is a myth and a mistake. Where he gets trade from a few weaker individuals, he shuts himself out from the trade of the best class who prefer to use their own judgment in buying, and not to be dictated to. It is a crowning blunder to try and influence a customer against his judgment."

"In all cases of disputes with customers it should be remembered that the object sought is not to talk him down, but to placate and satisfy him. . . . If you try to hog it, you make a hog of the customer." "Beware of promises; when lightly made they come back as serious encumbrances. The most successful printers are slow to promise, but faithful in performance."

"The average printer, large or small, can increase his earnings by spending one evening a week reading the printing trade journals. . . . It is the easiest way to success, to know what other good printers are doing, and take up the hints they drop continually. It is a mistake for any of us to think that we know it all, and that the writers for the trade papers can never teach us."

"If printing is to be maintained as a 10 per cent business, it is obviously necessary to earn 15 per cent in good times, to balance the lean years. . . . We ought to clear 15 per cent in good years, but we don't. . . . Observation suggests that two-thirds of the firms in the printing business do not know what they are making—most of them guess at it, and guess too much."

"Men and women in a manufacturing plant must be considered and managed as human beings, with the same aspirations, hopes, likes and dislikes as you and I feel. If they are handled and treated and valued like iron and steel machines, with no recognition of their higher qualities and feelings, they will lose interest, and work like slaves instead of free men. . . . No. permanent progress can be made in a shop where these things are forgotten, and the work-people are treated as if they were not as good as anybody else."

"The fact is that ink men are quite as honest as printers." "Money cannot be made in the pressroom if both customer and workmen are allowed to dabble in ink notions to the limit." "You cannot have all good qualities in one lot of ink any more than you can buy a horse that can trot in two minutes, draw a five-ton load of coal, be gentle for the children to drive, and be satisfied with two quarts of oats a day."

"Education of employes in the problems of the employer is of vital value in improving the relations between the two. . . . It should be a part of trade school education to inform every apprentice of the fundamental laws of business, that it may be generally understood how inexorable they are."

Mr. Francis knows all his subjects, and has a simple and direct way of making his points. It is a long while since so eminently practical and useful a work has been issued for the printer. It marks an era, because it points out the way to make money under new conditions, which we are all facing. Printers can no longer work alone; they are parts of a great industry and more and more dependent upon each other. It is made very clear that without coöperation with one's employes and with one's competitors a printer cannot hope to win out.

The author strikes a high note of ethics, emphasizing the advantages of straightforward methods, and the

error of playing tricks on customers. He lays immense stress in giving the customer service, finding out just what he wants in connection with a piece of printing and seeing that he gets it. The printer must work intelligently for his customers if he is to hold their trade.

Specialization is referred to again and again, and it is made quite clear that Mr. Francis believes that the modern printery, to make money, must have a specialty, that the old-fashioned, print-any-thing-at-all shop can no longer compete with those that have studied a specialty and fitted up their places for it. He looks for more and greater differentiation as the years go on, and advises every printer to look about him, and find out what specialty is not overcrowded in his locality, and then to analyze it and see if he cannot produce more cheaply or give a better service to that class of trade.

A glance thru the index shows the broad character of the information contained. Every subject connected with printing seems to have its place. Such subjects as wastes, time-values, harmony, misrepresentation, idle machinery, courtesy, failures, fillers, truth in selling efficiency, costs, etc., are handled not as a schoolmaster would, but with direct application to the way they apply to the printers' every-day problems.

It is a little noticeable how freely he quotes from the experiences of other men, both in printing and the allied trades. Seemingly he has talked with or corresponded with nearly all the prominent minds in the trade, and secured some valuable thought from each. The index fairly bulges with the names of men conspicuous in the trade in one way or another. He gives credit right and left for all he has gleaned from others.

"Printing for Profit" should out sell any book previously published for the printer, for it is up to date, as no others are, in the things which go to making money, and it is just chock full of good ethics and good sense. No one can read it without a higher respect for the author's ability, or a consciousness that he actually is seeking to give to his fellow printers that which has cost him years of toilsome effort.

AMONG THE ASSOCIATIONS

Connecticut Dailies Association

The Daily Newspaper Publishers' Association of Connectncut held its annual meeting Tuesday, January 29, 1918, in Chamber of Commerce Hall, New Haven, and elected the following officers:

President, J. M. Emerson, Ansonia Sentinel; Vice-president, E. J. Thomas, Norwalk Hour; Secretary, W. J. Pape, Waterbury Republican; Treasurer, Wm. A. Hendrick, New Haven Times-Leader.

Directors to serve for two years: C. P. Chamberlain, Hartford Times; Wm. H. Oat, Norwich Bulletin.

Trustee of Benefit Fund for four years: E. J. Thomas, Norwalk Hour.

The association voted $100 to the American Newspaper Publishers Association, Paper Committee, as a contribution to its emergency paper fund for use in paying the expenses of conducting hearings on the price of paper before the Federal Trade Commission.

The publishers present reported that the fuel order had a depressing effect at first on the volume of advertising carried.

Most of the Connecticut newspapers have gone non-returnable during 1917 and two Sunday papers have raised the retail price from five to six cents without in any case having any depressing effect on circulation.

Ten of the thirty-five dailies in the state have gone to eight columns and several are using the dry mat and are satisfied with the results. There was a discussion of the experience of the Hartford Times which has installed the Ludlow Typograph in its composing room. The general opinion was that the use of this machine would shortly be extended to several other composing rooms.

Del-Mar-Via Press Association

The Del-Mar-Via Press Association held its annual meeting at Wilmington, Delaware, on January 26th. The association is composed of editors and publishers of newspapers in the peninsula between the Delaware and Chesapeake Bays.

Hereafter four meetings will be held during the year—the annual in Wilmington in January, one in the rural part of Delaware, and two on the eastern shore of Maryland.

The following are the 1918 officers: President, S. E. Shannahan of the Easten (Md.) Star-Democrat; vice-president, George Carter of the Wilmington Evening Journal; secretary and treasurer, William F. Metten of the Wilmington Every Evening. Executive Committee: Theodore Townsend of the Milford (Del.) Chronicle, Secretary of State Everett C. Johnson of the Newark (Del.) Post, Fred G. Usilton of the Chestertown (Md.) Kent News.

West Virginia Daily Newspaper Association

The annual convention of the West Virginia Daily Newspaper Association will be held at the Chancellor Hotel, Parkersburg, W. Va., February 26-27. An interesting program has been arranged.

West Florida Press Association

The newly organized West Florida Press Association met recently in Tallehassee, electing the following officers for the year: R. L. Sweger, Quincy Times, president; R. W. Storrs, Defuniak Breeze, vice-president; Herbert A. Felkel, Florida Record, secretary; R. H. Weaver, Bristol Free Press, treasurer.

Connecticut Editorial Association

The annual meeting of the Connecticut Editorial Association took place February 4th at the Hotel Garde, New Haven.

A committee will be appointed by the president of the organization to arrange for a war meeting of Connecticut newspaper men, to be held on or near the first anniversary of America's entry into the war, April 6th.

O. S. Freeman of the Thompsonville Press, who recently raised the price of his paper, told of the effect on circulation. There was a general discussion of present-day advertising problems by Ernest L. Prann of the Deep River New Era, Fred W. Lyons of the Milford Citizen, and L. O. Williams of the Putnam Patriot.

The election of officers resulted as follows: President, George C. Woodruff, Litchfield Enquirer; secretary and treasurer, Arthur S. Barnes, Bristol Press; auditor, W. C. Sharpe, Seymour Record; vice-presidents: Hartford County—W. J. Flood, South Manchester News; New Haven County—C. H. Scholey, Shore Line Times; New London County—Theodore Bodenwein, New London Day; Middlesex County—G. P. Lecrenier, Connecticut Valley Advertiser; Windham County—L. O. Williams, Putnam Patriot; Tolland County—Thomas Rady, Rockville Leader; Litchfield County—I. E. Manchester, Winsted Citizen; Fairfield County—J. E. Hersam, New Canaan Advertiser.

CHARLES FRANCIS, DEAN OF AMERICAN PRINTERS, HONORED BY FELLOW CRAFTSMEN

Mr. Charles Francis, Proprietor of the Charles Francis Press, New York City, has been honored by his fellow craftsmen in the presentation of a bronze bust of himself on the occasion of the celebration of his 70th birthday anniversary. The bust was made by Mr. Henry Kitson, the well-known sculptor and was cast at the Roman Bronze Works in Greenpoint, Long Island, where the DeVinne bust was also cast. The pedestal is of plain design and formed of dark green marble.

The Roman Bronze Works is the only foundry in the United States operating on a large scale the Ciro perdue process by which the finest creations of our sculptors are reproduced in enduring bronze. Some members of the committee which raised the funds for the bust visited the foundry, January 16th. Sculptor Henry Kitson's plaster cast of Mr. Francis was made in sections which are reversed so as to form an outside shell fitting around the bust. The inside of these shells were faced with red beeswax backed with gelatine. This gelatine is very much like printers' rollers composition.

The result was a red wax figure in the form of an appropriate bust and this wax figure was then placed on a block in a mould and then plaster of Paris poured in and packed around it. When this plaster dried it was placed in an oven and slightly heated until the wax and gelatine melted away and ran off. There then remained a section of a perfect hollow mould of the bust of Mr. Francis in hard baked plaster capable of withstanding the bronze casting. This mould or shell of plaster was poured full of a composition of 91% copper and the remainder lead and tin. The result is a bronze bust that will endure for centuries, which bears the inscription:

> "Presented to Charles Francis on his seventieth birthday, February 16, 1918, by his fellow printers and friends."

The Committees, responsible for the presentation of the handsome token of appreciation, consisted of the following:

Samuel B. Donnelly, Andrew H. Kellogg, Dr. O. S. Marden, R. W. Nelson, Charles Schriber and Wm. H. Van Wart of New York; George L. Berry, Rogersville, Tenn.; J. W. Hastie, Chicago; Arthur E. Morgan, Cincinnati, O.; Albert E. Schwabacher, San Francisco, Calif., and Louis B. Woodward, St. Louis, Mo.

The memorial is a most significant one and expresses the high regard for the grand old man of the printing industry on the part of the rank and file of printers, both employers and employes, thruout the nation. The presentation was made in recognition of the usefulness of Mr. Francis to the printing trade. It expresses in enduring bronze the friendship and high esteem which every one who has been fortunate enough to be associated with Mr. Francis in any way, for the unusual contribution he has made toward the upbuilding of the great industry which he himself has proved to be the third in rank in this nation of great economic interests.

Few men have made so great a success as has Mr. Francis in any line of endeavor without antagonizing or erning the ill will of those who are in competion for successful attainment. In the commercial battles in which Mr. Francis has been engaged, he has always come out triumphant and unscathed. Never has there been a taint upon his honor and the unanimity with which competitors in the trade have readily offered their approval and coöperation in the giving of time and money in extending to him this most unusual distinction, is one of the most splendid features of the whole demonstration.

In response to the presentation of the testimonial, Mr. Francis indicated that it was almost beyond his power to answer in a manner that would appropriately express his feelings. Upon this subject, Mr. Francis expressed himself as follows:

"To say that I heartily appreciate the thought which gave rise to such a movement seems all too small, for I very deeply appreciate the many occasions where the manifest approval of the work I have assisted in formulating and which I sincerely hope may be for the good of the world has found voice by my friends and confreres in similar movements, and this last thought as the climax, is beyond my expression.

"May the work which under the guidance of the Almighty has been done with the idea of bringing more love into the world and to improve the relations of humanity one with the other be productive of greater results as the days go by, and I wish to express my thanks also to those who have so consistently given me their earnest support and assistance in carrying out a theory, which means that we are responsible in the printing and publishing business for the peace of the world in regard to the industrial situation.

"It is really a great object and can only succeed by close coöperation of the people who are sincere and unselfish enough to think something of the other fellow.

"I can assure you and all those who are with you as a committee or contributors that I shall continue along the same lines till the sound of the last trump, and shall always hope for assistance, advice and friendship of all who may be interested."

ACKNOWLEDGMENT OF CALENDARS

The National Printer-Journalist gratefully acknowledges receipt of calendars from the following:

John Royle & Sons of Patterson, N. J.
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The Commonwealth Press, Wooster, Mass.
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We have grown during the past three years to the point of where we have had to not only double our force and delivery facilities, but to secure double our space formerly occupied when the writer took charge. This led us to lease the building next to ours which with its three stories and basement, hardly gives us sufficient room, as we now and then have to make use of the public warehouse."

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . .

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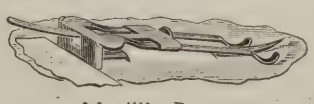

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NATIONAL PRINTER JOURNALIST

A JOURNAL for PRINTING and ALLIED TRADES

VOLUME THIRTY-SIX CHICAGO, ILLINOIS, MARCH 1918 NUMBER THREE

NATIONAL LEGISLATION OF VITAL IMPORTANCE TO PRINTERS AND PUBLISHERS

ON February 9th, Congressman Barnhart, of Indiana, Chairman of the Printing Committee of the House and member of the Joint Committee on Printing of Congress, introduced House Joint Resolution, No. 240, as follows:

"Resolved by the Senate and House of Representatives of the United States of America in Congress assembled, That the Federal Trade Commission is hereby authorized and empowered to supervise and regulate the production and distribution of print paper and mechanical and chemical pulp in the United States, and that all mills producing and all agencies distributing such paper and mechanical and chemical pulp in the United States shall equitably distribute the same at a price based upon cost of production and distribution plus a fair profit per ton, as determined by the Federal Trade Commission: Provided, That if the compensation so determined be not satisfactory to the person, company, or corporation entitled to receive the same, such person, company, or corporation shall be paid seventy-five per centum of the amount so determined by the Federal Trade Commission and shall be entitled to sue the United States to recover such further sum as, added to said seventy-five per centum, will make up such amount as will be just compensation for such paper, and jurisdiction is hereby conferred on the United States district courts to hear and determine all such controversies: Provided, further, That the provisions of this Act shall not apply to any valid contracts which may be in force and effect at the time of the approval of this Act.

Sec. 2. That the President is authorized and empowered to take all proper steps to secure the coöperation of the Government of the Dominion of Canada in the creation of a similar agency as herein provided, with like functions; and the Federal Trade Commission is authorized and empowered to act in conjunction with such Canadian agency, when appointed to the end of fully effectuating the objects of this Act.

Sec. 3. That the President, during the present war emergency, shall have power by proclamation to declare that such imports of news print and book paper and mechanical and chemical pulp as he shall deem necessary in order to fully effectuate the objects of this Act shall be sold and distributed under the supervision and regulation of the Federal Trade Commission as provided for in section one of this Act.

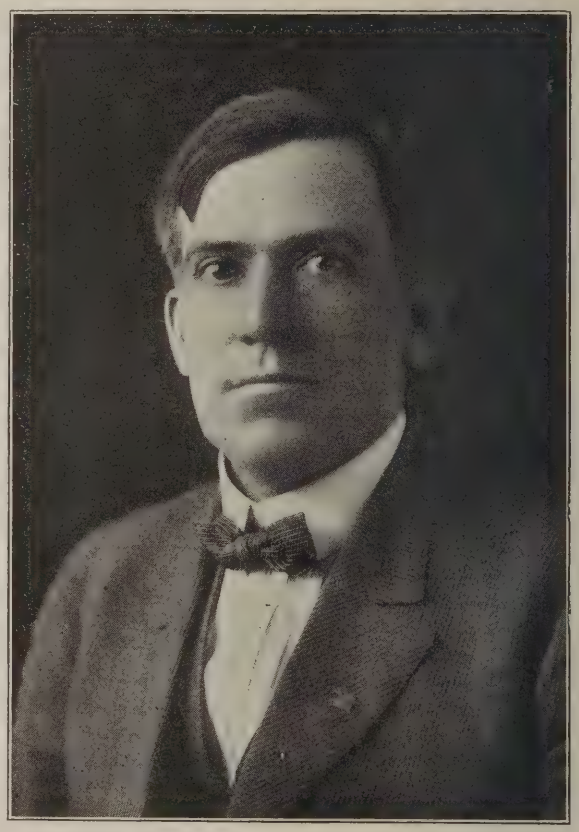
Sec. 4. That compliance with all orders and regulations of the Federal Trade Commission made in accordance with this Act shall be obligatory on any individual, firm, association, company, corporation, or organized manufacturing industry, or the responsible head or heads thereof, and shall take precedence over all other orders and contracts heretofore placed with such individual, firm, company, association, corporation, or organized manufacturing industry; and any individual, firm, company, association, corporation, or organized manufacturing industry, or the responsible head or heads thereof, failing to comply with the provisions of this Act shall be deemed guilty of a felony and upon conviction shall be punished by imprisonment for not more than three years or by a fine of not exceeding $50,000, or both."

This is practically identical with the Smith resolution and is in conformity with the resolution adopted by the National Editorial Association at its meeting in Minneapolis last summer and for which most of the newspaper or-

ganizations of the country have been working since that time. At the time the Smith bill was under discussion, and when the manufacturers were afraid it might pass, attorneys, representing almost all of the manufacturers who had not signed the agreement with the Department of Justice to sell roll paper in car lots at 3c and sheet paper in car lots at 3½c up to April 1st and after that date at prices to be fixed by the Trade Commission, had signified their intention of signing this agreement, but within forty-eight hours after defeat of the bill all of these manufacturers had decided that they would not sign and no signatures have been made to this agreement since the time the original agreement was made last November. This, you will remember, was at the time when certain manufacturers pleaded guilty and paid their fines for violation of the anti-trust law.

This fact should help in the passage of the Barnhart bill and it is now up to the newspapers of the country to get actively behind it. When the Smith bill was up in the Senate, a few publishers, particularly in some of the large cities, took a decided stand against the bill. Three newspapermen in the Senate voted against the adoption of the measure; they were Harding of Ohio, Hitchcock of Nebraska and Hoke Smith of Georgia. It is, however, the concensus of opinion of almost all newspapermen who have studied the situation that such a measure is absolutely essential at this time to prevent the efforts of the manufacturers to again create a panic market and raise prices, for it must be remembered that only a little over half of the tonnage required by the newspapers of the United States has signed the agreement with the Attorney General's office and if only half of the tonnage required is being sold at a reasonable price, the balance of it, that is under no obligation to sell at that price, may be forced up to a figure that will mean ruin to many newspaper publishers. Nearly every organization, as well as the National and the Southern Publishers' Association and the A. N. P. A., have taken action favorable to such bill. Now it is up to the newspapers, individually, to get in touch with their Congressmen and Senators and see that it is passed. The manufacturers demonstrated, in the hearing before the Federal Trade Commission in January and in February, that they were determined to delay and when they will get their figures all in to the Trade Commission, so that it can fix a price for paper following April 1st, is not yet certain.

The most important testimony introduced before the Trade Commission was brought out by G. E. Hosmer, Chairman, Legislative Committee of the National Editorial Association, placing upon the stand Mr. Jones, the Purchasing Agent of the Western Newspaper Union, and Manager of the Western Paper Company at Omaha. He testified that the differential between roll and sheet news had always been, prior to recent dates, from ten to fifteen cents per hundred pounds and if the differential of one-half cent, as established by agreement between certain manufacturers and the United States Attorney General's office last November, was to stand, the Western Newspaper Union would be compelled to raise its price on the more than six thousand newspapers which it partially prints.



MR. GEORGE E. HOSMER, Denver, Colo.
Chairman Legislative Committee, N. E. A., who brought out most important information before Federal Trade Commission.

The National Editorial Association, by the bringing out of this testimony and the introduction of certain documentary evidence along the same line, endeavored to demonstrate that the custom in the print-paper industry has always been a differential of ten to fifteen cents per hundred pounds between roll and sheet news and that the establishment of a fifty cents per hundred rate difference would be a terrible hardship upon more than ten thousand newspapers established in the smaller communities in the United States.

PRINTING THE THIRD INDUSTRY

CHARLES FRANCIS TAKES ISSUE WITH CENSUS DIRECTOR ROGERS

PROVES BY THE CENSUS' OWN FIGURES THAT PRINTING IS ENTITLED TO RATE AS EITHER THE SECOND OR THIRD INDUSTRY AND NOT THE SIXTH

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(Letter from Director of the Census)

IS THE PRINTING INDUSTRY THIRD IN RANK, OR NOT?

Department of Commerce, Bureau of the Census

Washington, February 12, 1918.

Mr. Benjamin S. Herbert, Editor National Printer-Journalist, 4618 Ravenswood Avenue, Chicago, Ill.

Dear Sir:—I am in receipt of your letter of the 6th inst., and note your statement that Mr. Charles Francis, of the Charles Francis Press, New York City, in his publication [book] "Printing for Profit," ranks the printing and publishing industry as third in relation to other industries. I note also that Mr. Francis reasons that the paper industry should be included with the printing industry, since it furnishes the raw material.

It is apparent that in order to reach this conclusion Mr. Francis has combined six industries associated with the printing and publishing business, as follows:

Printing and publishing, book and job	$307,331,000
Printing and publishing, newspapers, etc.	495,906,000
Printing and publishing, music	7,271,000
Bookbinding and blank-book making	38,104,000
Engraving, steel and copper plate	13,786,000
Lithographing	39,136,000
Total	$901,534,000

If to this amount should be added $332,147,000, the value of products reported for the paper and wood-pulp industry, the total value of products for this broad group would be $1,233,681,000.

If the industries representing the Paper and Printing group are combined according to the census classification (Table 6, page 29, of the Abstract of the Census of Manufactures) this group ranks sixth, the total value of products amounting to $1,456,046,000, and is exceeded by the broad groups: Food and kindred products; Textiles and their products; Iron and Steel and their products; Chemicals and allied products; and Lumber and its Remanufactures.

The amount shown in Table 6 includes, in addition to Paper and Wood Pulp, and Printing and Publishing, etc., as shown in paragraphs 2 and 3, the following classifications and sub-classifications (shown on pages 152 and 153 of the Abstract):

Manufactures of paper	$174,681,000
Bags, Boxes, Labels and Tags, Paper Patterns, Card-cutting and Designing, Cardboard, Envelopes, Playing Cards, etc.	
Wall-paper not made in paper mills	$15,887,000
Industries relating to printing and publishing:	
Engraving and diesinking; Engraving, wood; Photo-engraving; Stereotyping and electrotyping; Printing materials; Typefounding	$31,797,000

With reference to the combination used by Mr. Francis, I would say that, if the grouping of classifications is changed for one industry, it would naturally follow that other allied classifications should be combined in order that the relative rank and importance of an industry may be shown.

Very respectfully,
SAM L. ROGERS,
Director.

ANSWER BY MR. FRANCIS

Mr. Francis Says Census Classifications are Misleading—Insists that Printing is the Third Great Industry

Editor National Printer-Journalist:

I have read with interest the letter from Mr. Sam L. Rogers, Director of the Census, in which he defends the position of the Census Bureau in classifying "Printing" as the sixth industry, whereas my contention is that it is really the third of the great manufacturing industries of the United States, and that within a dozen years it is like to be the first.

The figures furnished by the Census Bureau prove it; but before analyzing them let me make it clear that I do not wish to Criticize the Bureau of the Census or its officials. Their ratings and classifications have been made for their own convenience, and are a development of a system. Printing and publishing used to be a minor industry, and the *system* of classification still represents it as the *sixth* industry, whereas an enlightened, unprejudiced view of the figures shows that it is really the *third* industry.

The Census Bureau has to have a system of classification, and it has to be followed when established; of necessity it must be arbitrary. It just happens that the system of compiling the figures gets totals that do injustice to the actual importance of printing and publishing.

We are all familiar with such Census tables as this:

Slaughtering and Meat-packing ——————————
Foundry and Machine Shops ——————————
Lumber and Timber Industry ——————————
Iron and Steel Industry ——————————
Flour and Grist Mills ——————————
Printing and Publishing ——————————
Cotton Industry ——————————

The Census Bureau has been issuing these in various forms in connection with every census, and the length of the lines is supposed to indicate the relative importance, value and extent of the leading manufacturing industries of the country. If the figures on which the black lines were based afforded fair comparisons, just conclusions would follow, but they do not always do so. For instance, the reader is led to believe from the table above that "Slaughtering and Meat-packing" overtops all our manufacturing industries, which is very far from true, because the figures on which that long line is based include the value of the animals, a product that belongs to the farm and the grazing ranch. In reality Printing and Publishing is a far greater industry than Meat-packing.

Taking the 1914 half-census returns, I shall show how injustice is done to Printing and Publishing by the Census conclusions, tho not by the underlying figures. The truth is there for whoever will dig it out, as I have. For convenience I omit the fractions of millions in the following:

Printing and Publishing, 1914: $901,000,000; the Printing and Publishing and Paper and Wood-pulp industries as totaling $1,233,000,000; and the entire Paper and Printing group as $1,456,000,000. He then goes on to say that this group is exceeded by the following "broad groups": "Food and kindred products; Textiles and their products;

Iron and Steel and their products; Chemicals and allied products; and Lumber and its remanufactures," thus confirming the wrong impression that Printing or Priting and Publishing is really the sixth industry—by a comparison that is wholly misleading.

When the above statement is analyzed the "Food and kindred products" is found to include about forty important and as many more minor industries; "Textiles and their products," also "Iron and Steel and their products," each include about seventy-five large industries and an even greater number of small ones; while "Chemicals and allied products" and "Lumber and its remanufactures" each are inclusive of at least thirty large and probably fifty more small industries. These are simply great groups of industries, as unfair for comparison as would be the united industries of Europe before the war. Under "Food" is included most of the vegetable and animal kingdoms, from the fifty-seven varieties to toothpicks and Mumm's Extra Dry. "Food" is provided by an aggregation of farms and manufacturing industries of great variety.

My contention is that paper is the basic material for Printing, and that Publishing is the business method of dispensing it—that the three constitute the "Printing" industry, and should be compared only with industries figured on a similar basis. There is no such one industry in food production and manufacture, or any of the five groups quoted by the Director of the Census. His "Lumber and its remanufactures" group includes such foreign articles as looking-glasses and metal office furniture. Since when were these "Lumber and Timber"?

By analyzing Census figures in a reasonable, fair and unprejudiced way, I shall show that Printing is entitled to be known and rated as the *third* industry, and I ask the newspapers and magazines to make note of these figures and use them, that our industry may no longer be belittled by an artificial and arbitrary classification.

Printing is the Third Industry in Gross Products

If the leading manufacturing industries be grouped by the gross products, that is value of materials and manufactured goods all put together, we have for 1914:

1. Slaughtering and Meat-packing	$1,673,000,000
2. Foundry and Machine-shop Products	1,373,000,000
3. Printing and Publishing	2,233,000,000
4. Lumber and Timber	1,119,000,000
5. Iron and Steel Works	918,000,000

The above, however, is hardly fair to industries 2, 3, 4 and 5, for the reason that the animals in Group 1 are so large a proportion that meat-packing really does not belong to the first eight great industries. This is so obvious that it never should have been put at the top.

Printing Paper and Publishing Ranks Second in Net Products

If the leading manufacturing industries be classified by the value of net products, omitting the cost of basic materials, as wood in paper-making, ore in the steel works, cotton in clothing, etc., we find that Printing takes second place. All figures are for 1914:

1. Foundry and Machine-shop Products	$780,000,000
2. Printing and Publishing, with Paper used	763,000,000
3. Lumber and Timber Products	596,000,000
4. Iron and Steel Works	328,000,000
5. Automobiles	277,000,000
6. Men's Clothing	273,000,000
7. Steam Cars and Railway Repair Shops	270,000,000

It is but fair to the clothing industry, to state that if men's and women's clothing were called one industry, it would almost tie with Lumber for third place.

Printing Ranks Third in Number of Employes

Perhaps a better way of comparing leading industries is by counting the number of people employed and the wages paid. Following is the count of employes in the seven leading industries:

1. Lumber and Timber	699,000
2. Foundry and Machine-shop	670,000
3. Printing, Paper and Publishing	515,000
4. Cotton Goods	404,000
5. Steam Cars and Railway Repair Shops	362,000
6. Steel Works	274,000
7. Men's Clothing	258,000

In Wages Paid Printing Ranks Second

If the leading manufacturing industries be grouped by the wages and salaries paid to the workers, the showing for the Printing Industry is still better:

1. Foundry and Machine Shops	$506,000,000
2. Printing, Paper and Publishing	399,000,000
3. Lumber and Timber	377,000,000
4. Steam Cars and Railway Repair Shops	259,000,000
5. Steel Works and Rolling Mills	226,000,000
6. Automobiles	139,000,000
7. Men's Clothing	138,000,000

As these figures are four years old, doubtless the automobile industry has moved up; but it is also likely that Printing has moved closer to the Foundries.

In Capital, Printing is Tied for Second, Third and Fourth Place

There is yet another method of measuring our great industries, by the capital invested. Undoubtedly some are over-capitalized; but this is not true of Printing:

1. Foundry and Machine Shops		$1,846,000,000
2, 3, and 4.	Lumber and Timber	1,260,000,000
	Steel Works	1,258,000,000
	Printing, Paper and Publishing	1,255,000,000
5. Gas-making and Distribution		1,252,000,000
6. Cotton Goods		900,000,000
7. Malt Liquors		793,000,000

It will be observed that the extreme difference between the three industries I have classed as tied is less than one-half of 1 per cent, and obviously a recount might place any in the lead. Printing, as the fastest growing of the large industries, is probably now in the lead. Yet high capitalization and flotation of stocks and bonds is almost unknown in the Printing Industry.

Summing up the entire situation, it is apparent that, since Printing is made of paper and ink, it is absurd to classify the industry by robbing it of its chief constituent. It is like robbing Iron and Steel of its metallic content, or Lumber and Timber of its wood. In the case of Printing there would be left only the ink.

Yet even with the unprinted paper deducted, and raw materials deducted from the other industries, Printing not only holds its own but rises to second place. Measured by the number of workers it is third, but by wages it is second. In capitalization it is doubtless by this time in second place, tho four years ago it was tied for second, third and fourth place. Surely, it is a modest assertion to claim only third place for Printing.

Our craft have been blind to let the census tabulators put over on us such deprecatory classification. One cannot understand why some of the clever metropolitan reporters never captured a scoop on this misplacement of a great industry—their own.

If I may risk a prophecy in conclusion, Printing will be rated as the first industry in the 1930 census, and the Census Bureau will then divide Printing under the following titles:

Advertising.
Publishing.
Newspaper Printing.
Periodical and Magazine Printing.
Book and Job Printing.
Allied Trades.

At the present time periodical, magazine, book and job printing, lumped together, have outstripped newspaper printing, which used to be far in the lead.

Let us continue to be proud of the industry which is becoming a profession, the art that preserves all other arts, which keeps mankind in touch with each other—without which it would be impossible even to have a Census Bureau to misplace us.

CHARLES FRANCIS.

Printing Crafts Building, New York,
March 7, 1918.

PRESENTATION OF BRONZE BUST TO CHARLES FRANCIS A NOTABLE TRIBUTE

The gathering of six hundred men in New York Saturday evening, February 16th, to pay honor to Charles Francis included nearly all those prominent in printing and allied trades in greater New York, while a number traveled from distant cities to be present on the occasion. No such tribute has ever been paid before to an American printer. When one consideres the size and character of the company and the wonderful expressions of regard for the man who has worked so long for the advancement of trade peace in the printing industry, it is possible to understand the completeness of the tribute paid to the work of Mr. Francis.

Every speaker emphasized the truth that Mr. Francis was the first man to give any systematic effort to changing conditions and the bringing about of "conference, concilation and arbitration" in place of strikes and lockouts for the settlement of differences. Mr. George L Berry in his eloquent speech, referred to the fact that there were not at the time any strikes or serious unrest in printing or any of the allied trades in America. Also that his own organization, the Printing Pressmen and Assistant's Union had not found it necessary to strike within two years. At the conclusion of his remarks, he presented Mr. Francis with a framed card setting forth his election as an honorary member of the Printing Pressmen and Assistants' Union. This is an honor which the Union can confer upon but one individual in a year and this year they unanimously chose to confer it upon Mr. Francis.

Hon. Marcus M. Marks, former president of the Borough of Manhattan, in responding to the toast, "Partnership Between Capital and Labor," prophesied that the coming struggle within the republic after the war would be a satisfactory division of profits between labor and capital; and urged the idea that the proposition should be thought out and not fought out; that the represenatives of labor organizations and all great industries should get together with their knees under the round table and thresh out the right solution to the problems involved, because only a right solution can bear permanent fruit.

Mr. J. Horace McFarland, himself a most successful printer in Harrisburg, Pa., discussed "Printing for Profit." He never could see why printing should be done without yielding a profit, and he doubted whether any considerable number of the larger and better concerns really wished to have their printers work for them without realizing a fair profit. He had found out that the way to get a profit was to demand it and he hoped that the day was coming when more printers would take a self-respecting stand and place the industry upon as high foundation as any other.

Dr. Albert Shaw, a long-time-friend of Mr. Francis and also a customer (for the Review of Reviews is printed by the Charles Francis Press), spoke with force of Mr. Francis' perennial youth. Here was a man who was always young and therefore should beregarded as 70 years young. He was confident that he would never be overtaken by Oslerism, and anyway, Dr. Osler had explained that there was no such thing. He referred to the remarkable fact that Mr. Francis had not only won the respect and esteem of his customers and associates but that of his competitors, so many of whom were present or had sent kind words of greeting.

Reproduction of Bronze Bust Presented to Mr. Charles Francis of New York

Mr. William Driscoll, ex-president of the Printers' League of New York, gave a brief statement of the origin of the organization and its early history and membership.

The toastmaster of the evening, Judge Arthur S. Tomkins of the Supreme Court of Backland County, New York, was thoroly equal to the occasion. He uttered many of the wise and witty sayings expected of an official on such an occasion. All of the speakers emphasized the debt of the trade to Mr. Francis in giving so much of his time over a period of years to induce organizations of employers and employes to work together in unity rather than to fight out their disputes.

Nearly one hundred telegrams and letters were received from prominent people all over the country and

some from distant lands. One from the greatest distance was a letter which came from the Secretary of the Typographical Union in Dunedin, New Zealand, where Mr. Francis printed the Otago Punch in 1865.

Another most interesting tribute was a letter from Alexander R. Spencer and Alexander Allomon. These gentlemen worked as apprentices with Mr. Francis in a small shop in Chicago in 1873, and tho forty-five years had passed their hearts were still warm towards him and they wrote in a most hearty congratulation bearing evidence of their strong and lasting friendship. Resolutions were passed and presented from the Louisville Typographical Union, the Chicago Typographical Union, the Union Printers' League of New Jersey, as well as several of the local trades unions. From the American Federation of Labor came a long telegram of congratulation signed by Secretary Morrison. There was also a note from Samuel Gompers. Col. Theodore Roosevelt sent word that "he would like to be there with his fellow workers in the field of publicity thru printers' ink" and sent his best wishes and congratulations to Mr. Francis.

Among the employers' associations, word was received from members of the Printers' Leagnue of Cleveland, and Mr. B. B. Eisenberg, President of the Franklin Club of Cleveland was present and sat at the head table. There were telegrams from Arthur R. Morgan, L. A. Ault, S. Rosenthal and others of Cincinnati; J. W. Hastie, Luther C. Rogers, John L. Regan and others of Chicago; Edward L. Stone and G. G. Gooch, Jr., of Roanoke, Virginia; Wilson H. Lee, New Haven; Samuel Rees, Jr., Omaha; Louis B. Woodward, St. Louis; Frank B. Williams of Pittsburgh; William Mounce of the Union Printers' Home, Colorado Springs, and numerous other prominent printers thruout the country.

The different organizations of the trades unions in New York all sent representatives to the dinner. The Paper Cutters' Union sent a committee of fifty, and Franklin Union No. 23 a committee of twenty-eight, while the Allied Trades Council sent ten.

A CARD FROM CHARLES FRANCIS

Fellow Printers and Friends:

It is manifestly impossible for me to acknowledge personally all the letters, telegrams and kind words that have come to me thru the Committee which presented me such a wonderful testimonial on my seventieth birthday anniversary.

I am told that there are nearly one thousand individual contributors to the bust fund, including hundreds of small amounts from a quarter up. I am sincerely grateful that my efforts to promote trade unity have appealed to both the workers at the feedboard, the machine, the paper cutter, and the case, as well as in the counting-room.

The speeches, the personal congratulations, the letters and telegrams, and the splendid size and quality of the gathering on the night of Saturday, February 16, 1918, combine to make me feel both very proud and very humble. I am proud to have won such friends; humble as I realize the reputation I have to live up to.

From the bottom of my heart I thank one and all who contributed in any manner to the occasion; and I shall try to hold their continued friendship and approval by devoting much of my time to efforts to improve conditions in the profession which we all love, and which is second to none—Printing.

CHARLES FRANCIS.

New York, February 19, 1918.

FACTS ABOUT W. D. FELLOWS—BY HIMSELF

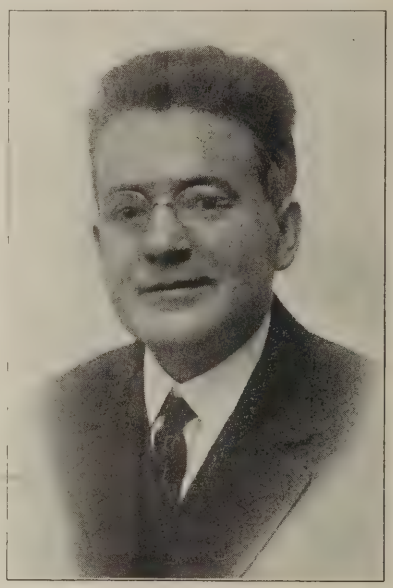
(With some of 'em left out, of course, of course)

Born in Niagara County, N. Y., at age of nothing at all, some forty-eight years ago. Came to Michigan in 1878.

Attended school some. Graduated from Bancroft High School; went to Eastern Normal School then, at tender age of seventeen, and finally at same age became teacher of shorthand. Afore that, learned the Pittman and the Graham systems alone without some teacher anywhere near me.

Reported in court when eighteen years of young age. My uncle was prosecuting attorney, that's the why of it.

Then came to Detroit with Pullman Palace Car Company when somewhere around eighteen years old. Lost my yob, because couldn't spell half the words in English language. Then went back hum and studied spelling fit to kill you. At age of nineteen came again to Detroit to take a young woman's place, as stenographer, for Henry



W. D. FELLOWS

Advertising Counsel, Detroit, Mich. Editor of Printers' Advertising, Wise and Otherwise, a new department in the N.P.-J.

C. Hart Manufacturing Company. When the young woman returned from off her vacation, I was put into shipping room. Then went from that to assistant secretary of the concern with me cognomen on letterhead. The concern burned down and I was out of a yob.

Got a yob with American Harrow Co., Detroit, on collections. There, I learned this advertising game some. Charles Austin Bates got me away from American Harrow Co. I broke a bleed vessel in dome from overwork, while with Bates, N. Y. Came back home to country town of Bancroft, stayed a couple of years, and got well. Then came to Detroit some more and went into business for myself. Was doing a nice business when, lo, I came down with nervous prostration. Had to go hum some more for a couple of years to get well.

When well, I came back to lil' ol' Detroit, where I have been ever since. S. M. Crombie and I were in business together doing sales campaign for manufacturers, jobbers, retailers, in several states nearby. He discovered that he had Bright's disease and had to quit roadwork. Then I went into the trade paper game.

That brings me to even date. So here you have me well and hearty.

[See page 161]

NEWSPAPER CRITICISMS

Address all communications to O. Bryon Copper, De Soto, Wis.

MANY so-called country newspaper editors live up too strictly to the real definition of their professional title. Evidently the greater part of many a country editor's time at his desk is spent in "editing" in the true modern sense of the word, and too little time is devoted to news-gathering and writing up anything original for the columns of his paper.

An equally deplorable fact is that too many men are occupying editorial chairs in home weekly offices who have no more right to be there than they have special aptitude for the job. Sometimes it comes about that a man is running a country paper only because he happened to learn the printers' trade and eventually rose to proprietorship, which usually includes editorialship.

That a man is a successful printer does not necessarily signify that he is likewise peculiarly qualified for editorial work; but a successful printer is more likely to qualify as an editor than is a man (of whom I have met several in my time) who becomes obsessed with the hallucination that Fate has designated him as chief incendiary in the firing of the North River, in other words, a man who gets the literary bee in his bonnet, buys or leases a newspaper, and butts into the editorial game with little or no natural talent for news-gathering or writing and less technical knowledge of literature and typography.

A printer who has learned his trade, or worked for any length of time, in a country newspaper office, must be dull indeed, or wholly lacking in innate inclination for the position, if he has not picked up a considerable knowledge of the complex requirements of editorial work, and, other things being equal, such a man is, therefore, as I said, more likely to make a successful editor than one trained to unallied callings.

The complexity of duties and eminence of skill involved in an editorial position even in a country newspaper office are things not generally appreciated, due to the fact, as intimated, that men of no previous experience or training are so frequently found in such positions, and, so far as the uninitiated can discern, seem to be handling the job in a fairly satisfactory manner.

Notwithstanding the foregoing admission, I maintain that it is quite as difficult to become a skilled and successful country newspaper editor, as it is to become a skilled and successful short-story writer; and the only reason why aspirants to the one goal so often and so readily fall into it, while aspirants to the other pine away in obscure defeat and despair, is simply because in the case of the would-be editor there are no such rigid restrictions as those which hold the novice story-writer back until he has fully fitted himself for admittance.

Among the duties of the home newspaper editor, one of the first and most important essentials is news-gathering. This sounds simple enough; but that perfect news-gathering is a highly difficult performance is attested by the numerous country weeklies whose columns contain more of almost anything else than real news.

The excuse customarily offered for this condition is "scarcity of news in a small place like this." Doubtless the explanation is given in good faith. Those who thus justify themselves are in all probability sincere in the belief that news is actually scarce in their particular locality. But I hold there is no community large enough to support a newspaper at all, but which affords each week enough happenings the report of which will fill the columns of the home paper.

The secret is going after these happenings—this news—in recognizing it, getting and presenting it a newsy, readable shape. Men who are able to do all this are said to have the "news sense," or to possess a "nose for news," which is only another way of saying that a man must have inborn genius for his vocation, if he would succeed in it.

But in this connection no man should forget that genius consists of talent, both natural and acquired. A man who will can acquire the "news sense." All it takes is tireless energy, assiduous attention, perennial interest, and constant alert-

ness. One must ever be wide awake in both eye and ear to develop a "nose for news," for in reality it is thru keen cultivation of the senses of sight and hearing that one wins the reputation of possessing the ability to "track the news by scent," as it were, or, in other words, 'to smell it in the air."

The time is past when we can afford to believe very strong in the theory of men born to this thing or that. It is largely as fallacious as the theory of fatalism. It is an autocratic idea, too. Democracy suggests and encourages acquisition more than inheritance. And today our best scholars concede that even poets are made as well as born. Poets must first be born, of course, after which comes the making.

And just so it is with country editors: They, too, are both born and made. To be sure, some of us are less fortunate than others, in that we were ushered into this world with certain propensities necessary to the work of editing less well developed; but because of this slight handicap we need not despair; we can by persistent practice develop these essential proclivities which we lacked at birth, yea, as has been proven by actual tests, even to a point beyond the excellence attained by our more fortunate brothers in whom they exist as innate talents.

But, unless we who were not born perfect in any respect are willing to try to improve, we might as well quit, for, of course, we shall be far outstripped by two classes—those who have acquired the essential qualities which we lack, and those who possess them as a native birthright. Mark well that word "will-ing," which I have used discreetly. We must will to improve—constantly, persistently, we must be willing to become more capable, else it is extremely doubtful if we ever become so.

An editor must first learn what news really is, learn to recognize it when he meets it face to face—become so familiar with its manifold phases that he can sense it even afar off. He must learn to distinguish between news and stale facts, between news and mere scandal, between news and idle gossip. News is always fact. A lie, no matter how fresh and pleasing, is never news.

News is often considerably more than a simple report of recent occurrences—even more than mere information of something that has lately transpired, as Webster will inform you. News is not infrequently fresh tidings of something hitherto untold, tho the subject itself may be more or less old or remote in point of time.

The home newspaper editor should never forget that his first duty to his constituency is service, and that the service which he must render is bound up in the original significance of the Latin word of which his professional title is a derivative. The literal meaning of the word "editor" is "to give out," or "to publish." Hence a home editor's first duty is to give out or publish the news.

In truth, news-giving is a home editor's sole excuse for being in business. All other branches of his labors and endeavors are but mere inventions, incidentals, after-thoughts. He should give out the home news—all of it, including news-stories, as we call them, being the more important late occurrences within the field, which can frequently be developed into near feature stories by playing up the human interest elements. Then there are the local headed items—the little news-stories of real life, embracing all the various changes and happenings within the community, and the personal mention paragraphs, mere gossip of the goings and comings of local folks, their visitors, parties, births, etc.

It takes all this stuff to make a bright, snappy, successful home weekly, and, in conclusion, I repeat, there is no field worthy to have a newspaper but that abounds in this sort of material for the man with the wakefulness to watch for it, the energy to run it down, the ability to recognize it, and the talent to write it up in pleasing, satisfying style. And all the latter can be cultivated.

* * *

Carey, Ohio, January 25, 1918.

O. Byron Copper, De Soto, Wis:

Dear Sir:—I am enclosing a current copy of the "Carey Times." I am foreman of this paper and would like to have you give me your opinion of the general appearance of it in general. Any comments on the makeup of reading matter or setting of ads will be very much appreciated.

I will look for your criticism in the next issue of the National Printer-Journalist.

Thanking you in advance I remain,

Yours very truly,

MAYNARD U. CRAM.

Appearance of the Carey (Ohio) Times in general are very pleasing, because the "office style," typography and presswork are all high grade, and, were it not for the imperfect method of mechanical makeup followed, this would be a model newspaper specimen, for it is all-home-printed, with that kind of service spoken of in the foregoing introductory paragraphs strongly in evidence thruout the eight pages. The displayed advertisements on the first page, together with the incorrect arrangement of advertisements in other pages, are deplored. Homer Thrall is the editor and publisher of this excellent home weekly, and I have been favorably struck, indeed, with his editorial column, double-measure, on subjects of moment and couched in cultured words. In the main, Foreman Cram's ad-composition is creditable, but, while it is said there is nothing in a name, this case seems to indicate there is, for my correspondent's great fault seems to be cramming his spaces too full. This is a result of selecting type of too great a size. Learn to discriminate in this point, allow deeper margins, and

so conserve white space as to have masses of it contrasting with the type masses. This is the secret of strong, attractive ad-work. A paper could scarcely offer a better news-service than that in evidence in this sheet, and it is seldom one finds the news items more carfully edited or more neatly printed.

* * *

The following letter from W. A. Clement, publisher of the Journal-Radical, Waseca, Minn., suggested two such very interesting points, in a recent letter to me, that I wrote the author of it, requesting permission to quote it in these columns, which request was kindly granted:

Waseca, Minn., December 27, 1917.

Dear Sir:—I have been very much interested in your department in the National Printer-Journalist for some months and expect to be interested in it indefinitely. Reading your department in the December number started me to wondering why some papers have so much larger circulations than others. I am publishing a paper in a city of 4,000 in a fine, prosperous, agricultural community. I am trying hard to get out a good paper—set lots of type on Intertype—but I have not got half as many subscribers as I should have. How do these fellows get the big lists and hold them? Is it by printing stories or lots of country correspondence, or personal items, or editorial, or what is it? I confess I am at a loss to figure it out. I would like to study about five of these big-lists papers published in towns about the size of mine or smaller, therefore I am going to ask you, if you have no objections, to give me the names and addresses of the five best papers you know of—papers that have built up and are maintaining large lists by virtue of the contents of their papers each week. When I get this list from you, assuming that you will be willing to send it to me, I propose to subscribe for each one of these papers, cash in advance, for a period of six or eight months or possibly a year, and when I get these papers I propose to go over them carefully and see if I can get any light on this problem of getting and holding subscribers. . . . . I do not like the voting contest and want to win and hold my subscribers in some other way, if possible. Hoping that I may hear from you, I am,

Yours truly,
W. A. CLEMENT.

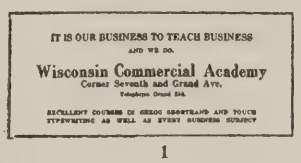
The first "interesting point" brought out in the foregoing missive from Brother Clement is this: "Why have some papers so much larger circulations than others?" Now, this point becomes problematical when, upon investigation one sometimes finds that the paper with the greater circulation is not so good as some of its contemporaries of lesser subscription lists. In such cases there is always a reason—an explanation—if one can only discover it. It may be that the sheet of the greater number of readers has the advantage of a county-seat location, a longer term of establishment, or some such prestige that accounts for its bigger circulation. But usually, I think, papers of large circulations first have the field in which to build up such a list and then are so made as to attract subscribers. As I wrote Brother Clement, in this making a paper attractive to subscribers, no one thing is the secret, but many things are combined. The demands of each newspaper field vary somewhat, and the successful newspaper man—the newspaper man who builds up a big list—not only looks and listens to these demands, with his ear to the ground, but he sees and hears, and thus having sensed the demands and requirements of his particular field so far as it is morally possible, he sets about to meet those demands, to fulfill those requirements. Thus he renders a service, and his reward is a big subscription list. But, of course, even under ideal conditions, cash subscriptions are things which do not as a rule roll into the editor, while he sits, like the blind beggar on the corner, with his hat in his outstretched hand; but they must be "hustled" for, so my experience would indicate, not only at certain seasons of the year—not intermittently—but constantly. "There is no rest for the wicked," nor for the newspaper man who would build up a large circulation. The other "interesting point" is Brother Clement's clever scheme of subscribing for a number of really successful newspapers for the purpose of studying them with a view to learning the secret of their success, as also confirmed in this second letter, which I quote in part as follows:

Waseca, Minn., January 17, 1918.

O. Byron Copper, De Soto, Wis.

Dear Brother Copper:—I was certainly delighted to get your kind letter dated January 8th. I am following out your suggestion of sending for sample copies of the papers you mentioned in your letter. In addition to this I am taking the numbers of the N. P. J. that I have and am sending for some of the papers mentioned in your department. If the good brothers addressed all respond I will have a nice little collection to examine. If my little research divulges anything that I think has value to it, it will be my pleasure to drop you a line and tell you about it. I presume, tho, that you sum the whole thing up in your statement, "No one thing is the secret, but many things combine in building up a large list." A little study of the subject, however, will do no harm.

Surely, it must be conceded that there is no better aid to success than a study of the methods of successful men, tho one need not become a mere copyist in his own



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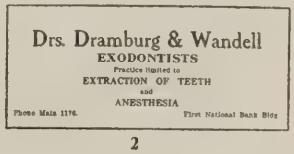

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labors thereafter. If one be of the right calibre, he will continue to exercise his own originality, but let us not forget what Edgar Allen Poe said of originality in "Magazine Writing": "There is no greater mistake," said this great and original poet and author, "than the supposition that a true originality is a mere matter of impulse or inspiration. To originate, is carefully, patiently, and understandingly to combine." Many of the most original inventions, both mechanical and literary, are in essence but combinations and adaptions of ideas, the author's with those of others.

* * *

Milwaukee, Wis., January 4, 1918.

O. Byron Copper, DeSoto, Wis.

Dear Sir:—A week ago we sent you copies of the Cardinal published by our South Division High School which is, as far as we know, the largest high school weekly in the United States.

Would be glad to have an early criticism as it is got out with as great a rush as the average weekly, and has a circulation of 1,100 copies.

Yours truly,
THE MILWAUKEE TIMES.
H. Powell.

I have taken considerable pleasure in looking over these several copies of The Cardinal, the high school paper from Brother Powell, which I find very neatly printed and well gotten up mechanically. The advertisements are all artistically done, the style being simple and dignified, as Exhibits 1, 2 and 3 will illustrate. The

Cardinal is a "bi-product" of the Milwaukee Times office, of which paper I would like a copy for examination in a future instalment.

* * *

Spring Valley, Minn., February 4, 1918.
Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—Under separate cover we have sent you a copy of the issue of the Spring Valley Mercury of January 26th and would be glad to receive your criticism, whether favorable or otherwise.

We have been following your Newspaper Criticisms in the National Printer-Journalist from month to month and think that you are doing a world of good for the newspaper fraternity. Keep the good work up.

Fraternally yours,
LANGWORTHY & SON,
G. F. Langworthy, Managing Editor.

I defy anyone to take a look at the front page of this Spring Valley (Minn.) Mercury, by Langworthy & Son, and not agree with me in that it is a model home weekly.

The Spring Valley Mercury

FILLMORE COUNTY'S GREATEST NEWSPAPER.

VOLUME 38. $1.50 PER YEAR. SPRING VALLEY, MINNESOTA, FRIDAY, JANUARY 25, 1918. EIGHT PAGES. NUMBER 48

LETTER FROM THE STATE CAPITOL

RAILROAD SERVICE IS BADLY DEMORALIZED

"AG" DEPARTMENT IS UP AND DOING

HEALTH SURVEY OF FILLMORE COUNTY

DOMINION HOUSES WILL BE CLOSED ON MONDAY

REV. C. G. FINNEY SPEAKS ON DRESS

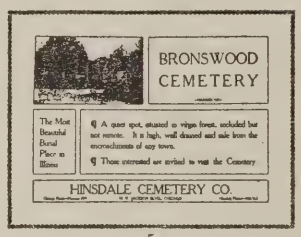
HOW YOU SPOT A PRO-GERMAN

CELEBRATE THEIR GOLDEN WEDDING

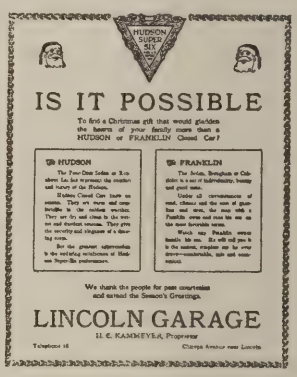
The Paper From His Old Home Town

4

Contents, editorial work, typography, style, mechanical makeup and presswork are all of the very highest standards. Note the symmetry of this page (Exhibit 4). Is it not a veritable work of art? Some people who had never given the subject a serious thought might doubt that newspaper making is an art—that the mere mechanical arrangement of the type matter in a page of a newspaper is in itself an art—but here in this initial page of this beautiful paper from Brothers Langworthy & Son we have actual proof that newspaper making is an art—an art which in this specimen attains to its highest eminence. There is unity in the head-lines in this handsome page, ideal balance in the placing of the various dark masses, and painstaking care in evidence everywhere. Close study of such a reproduction ought to benefit any newspaper-maker who desires to improve the appearance of his own sheet. And it is a profound pleasure to me to note by a later number of the Mercury that other pages of this fine paper are now made up entirely as correctly and pleasingly as the first. Altho the advertisement composition shows none of the faults of neglect or slovenliness, in this respect the Mercury is hardly as high grade as in other respects; but, in the main, the ads are neat and serviceable. I wish each reader of this review might have a copy of the Spring Valley Mercury for inspection, because this paper would serve to illustrate all that the writer has endeavored to hammer home in the introduction to this instalment, on the subject of news-gathering and editorial work on the home weekly. Doubtless Brothers Langworthy & Son are fully qualified for the complex office of country editor. They evidently have the "news sense" to a high degree, and therefore little of interest or importance takes place within their field that is not promptly run down, captured and reported thru their columns. If possible in the miniature reproduction accompanying this paragraph, note the several fine headed news-stories that were secured for this issue of the Mercury. To some newspaper men to have rounded up eight such excellent stories would look like an impossible undertaking; but Langworthy & Son repeat this feat every week. It's all in knowing how, I


BRONSWOOD CEMETERY
The Most Beautiful Burial Place in Illinois
¶ A quiet spot, situated in virgin forest, secluded but not remote. It is high, well drained and safe from the encroachments of any town.
¶ Those interested are invited to visit the Cemetery
HINSDALE CEMETERY CO.

5


HUDSON SUPER SIX
IS IT POSSIBLE
To find a Christmas gift that would gladden the hearts of your family more than a HUDSON or FRANKLIN Closed Car?
The HUDSON
The FRANKLIN
We thank the people for past courtesies and extend the Season's Greetings.
LINCOLN GARAGE
H. C. KAMMEYER, Proprietor

6

Yuletide Greetings
WE sincerely thank all those who have extended us favors during the past year, and wish everyone the very best kind of a Christmas and all possible happiness for the coming year.
Merrill Printing Co.

7

Christmas Candies!
IN making up your list of Christmas presents, remember that EVERYBODY APPRECIATES CANDY. We have the most delicious Chocolates and the Finest Hard Candies and Novelty Goods in Dainty Boxes that you have ever seen. All Candy you buy from us is Pure and High Grade
We Make Our Own Candy—Always Fresh
WE desire to announce OUR NEW LOCATION at 5 So Washington St., where we expect to serve our customers with the same
High Quality of Service
that we have always maintained in the past.
WE take special pride in the quality of the products of our Soda Fountain
All Sorts of Drinks
prepared to SUIT YOUR TASTE
Delicious Sundaes, flavored as delicate and tasty as science has been able to produce. We make our own Ice Cream
We thank you for past business and wish you a Merry Christmas
HINSDALE CANDY KITCHEN

8

UPHOLSTERING and Furniture Repairing
In order to keep busy during January and February, the dull season, I will give a 10 per cent discount on all cash purchases
With every purchase of $5 or more I will give FREE one bottle of FURNITURE POLISH
HINSDALE UPHOLSTERING AND FURNITURE REPAIR SHOP
Phone No. 635
First St., one door west of Washington

9

Phone No. 294
No. 7 South Washington St.
Buy yourself that much needed Christmas present which nobody is likely to buy for you—A NEW SUIT
CHAS. H. PAPENHAUSEN
CUSTOM TAILORING

11

Send me your Suits, Gowns, Gloves, Coats, Furs, etc., for a careful cleaning before the Holidays
Prompt Service
Prices — Right
I desire to thank the people for their kind patronage in the past and wish them all the joys of the Holiday Season
B. R. BELZ
Dyer & Cleaner
Telephone 294
7 S. Washington St.

10

tell you, and you can all learn how, if you're will-ing. Nor are these news-stories the end of all the good stuff in the Mercury. There are many other stories on the back and inner pages (for Mercury is a member of the Minnesota All-Home-Print League) and special departments, such as correspondence, Red Cross notes, short locals, personal mention, exchange clippings, news of gone by years from files of the Mercury, etc., etc., all demonstrating the excellence possible in newspaper-making where there is a willingness for work on the part of the makers, combined with a good technical knowledge of the business. I shall surely appreciate it, if I am privileged to inspect future copies of this fine paper.

* * *

I desired last month to mention the holiday issue of the Hinsdale (Illinois) Doings, which was in every respect a work of excellence, but my comments exceeded my allotment of space ere I got to this fine specimen. I preserved it, however, and now am pleased to offer this

ARE YOU GOING TO BUY THAT CAR

If You Are You Had Better Be Doing It

THE continuation of the war is having its effect upon the manufacture of automobiles and dealers over the country are having a hard time to supply the demands. If you are expecting to purchase a car during the next year, you had better do it now. The big advance in the cost of everything that goes to make up an automobile has caused an advance of from $100 to $300 per car and the end is not in sight yet. It will be years, if ever, before the prices get down to last year's level. The local dealers for standard make automobiles present to you today the merits of their automobiles. Study them over and then come in and let them demonstrate to your entire satisfaction.

Oakland
Sensible Six
SWANSON AUTO CO.

KisselKar
"every inch a car"
SWANSON AUTO CO.

With the Hudson Super-Six, Overland Velie Six and the Dodge
HUDSON SUPER SIX
VELIE SIX
OVERLAND
DODGE
Lamont Brothers

What Our Franklin Efficiency Demonstration Means to Thinking Motor Owners
C. B. HEADLEY

Ford Cars
One Million For 1918
Authorized Ford Sales and Service Station
The Motor Inn

The BUICK
"valve-in-head" 5-passenger Touring Car. E-Six-Forty-five
LAWREY & MELTER

Sets the Pace The 20th Year
Oldsmobile
Great Record Breaking Non Stop Run
LAWREY & MELTER

Willard Service Station
Willard Service Station

Automobile Repairing
Jenkins & Hunter

Maxwell
W. R. JOHNSON

WATCH
your new auto
our Repair Department is at your service
Stafford & Danforth

Keeping Tire Expense
DOWN!
New Department Added
Larkin Tire & Rubber Company

rather belated acknowledgment. While of course it now makes rather an unseasonable subject, nevertheless, it is too good a contribution to entirely ignore. The pages of this edition were of regulation five-column size (whereas the regular Doings is but four-column size) and the twenty-eight pages of good book stock were enclosed in a syndicate cover. As intimated, everything about this edition of the Doings was right. One can never hope to see better mechanical work in a newspaper, and, if any one thing was more pleasing than another, that was the presswork. But the advertisement composition was surely quite as perfect, as the several specimens shown herewith will prove (Exhibits 5, 6, 7, 8, 9, 10 and 11).

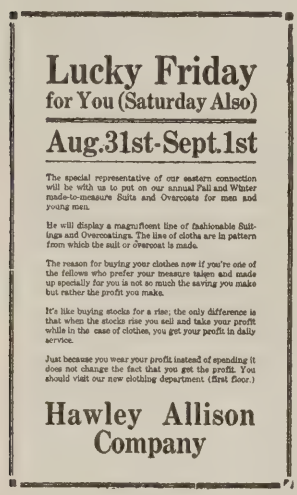
* * *

Foreman E. E. Carpenter of the Lawler (Iowa) Dispatch, sends me specimens of his advertisement composition for consideration, among which I am sorry I can find none worthy of reproduction. On this account my contributor should not despond, but resolve to set an advertisement some day that this magazine, and others, may be proud to reproduce. To do this he must learn to allow deeper margins of white between borders and type in ads and panels and study carefully the art of what I term "massing," called by some others "whiting-out," by which we mean the proper arrangement of matter within a given space, so that it will appear symmetrical, well balanced in form, and therefore attractive and beautiful to the eye. One of the tricks of composition, too, which Brother Carpenter has yet to master is that of making matter within a panel conform to the space, in size and shape. The mastery of this "trick" involves judgment and experience. It is similar to learning music; all of a sudden the knack of choosing just the right size of type and the right measure to make the desired form or block of type, drops into one's head, just as the ability to read notes does. There is, of course, also a system by which the size of type to choose to fill a certain space may be determined. One who understands the point system thoroly has little difficulty in this matter. After a line or two of the copy is composed, it is an easy matter to estimate whether or not the type will prove adequate for the space to be filled. What I would advise Brother Carpenter to do is, subscribe for one or two of the best trade papers and study their columns, in the meantime continuing his practical experiments. This is one of the best ways of mastering the trade.

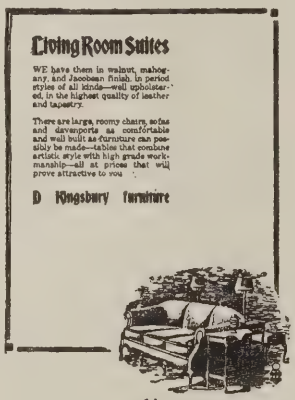
* * *

A second large budget of advertisement specimens is contributed by another Iowa compositor, O. Eugene Booth, typographer, of the Cherokee Times office, and the ads comprising this budget are quite different from the specimens considered in the preceding paragraph, for many of them are ads of the highest excellence in design and composition. Several of these fine productions have

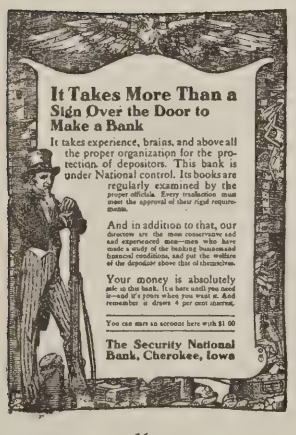
been selected to accompany this paragraph (Exhibits 12 to 16, inclusive). The first of these ads was a double-page creation, and, as such, makes a delightful study. It is replete with much evidence of its author's admirable skill, but the open corners, if at all advoidable, should have been avoided. The second specimen is exquisitely correct, while Exhibit 14 is a restful departure from the conventional, without committing the sin of freakishness. Note how deftly Brother Booth harmonized type and border with the delicate lines of the illustration in Exhibit 15, and the same sense of harmony is dominant in the last exhibit (16). This harmony of typography, so nicely demonstrated in the Booth specimen, No. 15, is an essential phase of the art of composition which never


Lucky Friday
for You (Saturday Also)
Aug.31st-Sept.1st
The special representative of our eastern connection will be with us to put on our annual Fall and Winter made-to-measure Suits and Overcoats for men and young men.
He will display a magnificent line of fashionable Suitings and Overcoatings. The line of cloths are in pattern from which the suit or overcoat is made.
The reason for buying your clothes now if you're one of the fellows who prefer your measure taken and made up specially for you is not so much the saving you make but rather the profit you make.
It's like buying stocks for a rise; the only difference is that when the stocks rise you sell and take your profit while in the case of clothes, you get your profit in daily service.
Just because you wear your profit instead of spending it does not change the fact that you get the profit. You should visit our new clothing department (first floor.)
Hawley Allison Company

13


Living Room Suites
WE have them in walnut, mahogany, and Jacobean finish, in period styles of all kinds—well upholstered, in the highest quality of leather and tapestry.
There are large, roomy chairs, sofas and davenports as comfortable and well built as furniture can possibly be made—tables that combine artistic style with high grade workmanship—all at prices that will prove attractive to you
D Kingsbury Furniture

14


It Takes More Than a Sign Over the Door to Make a Bank
It takes experience, brains, and above all the proper organization for the protection of depositors. This bank is under National control. Its books are regularly examined by the proper officials. Every transaction must meet the approval of their rigid requirements.
And in addition to that, our directors are the most conservative and well experienced men—men who have made a study of the banking business and financial conditions, and put the welfare of the depositor above that of themselves.
Your money is absolutely safe in the bank. It is here until you need it—and it's yours when you want it. And remember it draws 4 per cent interest.
You can start an account here with $1 00
The Security National Bank, Cherokee, Iowa

16

The New Edison
"The Phonograph With A Soul"
will help you enjoy these pleasant evenings at home. Vacation time for the children can be made a time for real pleasure for all by the use of a New Edison.
By the use of this wonderful machine you are in a position to hear all of the greatest artists the world has produced & in your own home.
Entertain your neighbors by the re-creation of the voices of some of these great artists or if you want to enjoy a quiet home dance let the New Edison furnish the music
Nelson-Son

15

occurs to some compositors of duller artistic senses than those of this Cherokee printer; but how very advantageous it is in rendering an advertisement delightful to the eye is given a perfect revelation in the accompanying Exhibit, No. 15.

* * *

Last month I promised to mention some of the charming advertisements appearing in the Medalia (Minn.) News, that handsome and excellent sheet held up at the same time in these columns as a veritable model of home weekly perfection, and I kept a number of copies of the publication in abeyance for that very purpose. So here we have a half-dozen of the delightful ads (Exhibits 17-22) all of which form an interesting collection, rang-

Some Gifts Worth Giving
Every Christmas thousands of dollars are spent in making gifts that afford only temporary pleasure to the person receiving them. Yet there is no other class of merchandise that will give as many years of enjoyment and service as Jewelry will.
Even the three wise men in the days of old presented their gifts of priceless jewels because these would be of a lasting and sentimental value, bringing back to memory the fond recollections of the giver
Let's Make It a Jewelry Christmas
Just a word about Shopping Early. Never in the history of the country has it been so necessary as now. Transportation facilities are taxed to the limit. You can help out by Shopping and Shipping Gifts Early!
PFEFFERLE & BILL
Cameras
Cut Glass
For Your Soldier
Note These Values
Diamonds
For the Traveler
Liberty Rings
Comfort Kit
Engraving Free
For the Home
Recipe File
"Mysterious Key" Again This Year
You May Be the One Who Gets the $200 Phonograph FREE!
Pyraline Ivory
Time Is Supreme: Why Not a Watch?
Gifts That Will Grace the Dinner Table
Fountain Pens
Box Chocolates
The Perfect Christmas Present!
Perfumery
Utility Jewelry

17

Gift Choosing Is at Its Best Now
OLSON'S
Comfort Gifts
Xmas Candies
Glassware and Lamps
Fine Lot of Kimonos
Ladies Appreciate Hosiery as a Present
Dress Materials, Silks and Waists
Men's Shirts
Blankets Are a Gift Long Remembered
Men's Fancy Ties
Leather Articles, Ribbons, Sweaters, Etc.
Fancy Handkerchiefs for Gifts
Fine Stationery, Other Articles
Gifts That the Men Will Like

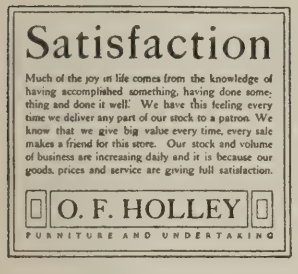
18

ing from the more complex empanelled creations down to the simplest of plain type designs. In the most elaborate of these specimens, however, nothing in the least grotesque is in evidence, nor has any detail been in the least overdone any more than any detail has been overlooked or neglected. In fact, these advertisements seem to be pervaded with the same artist's touch which characterize other departments of this fine publication's making. Every letter, line, margin, rule, panel, mass and space seems to have received a master's painstaking attention, with the result that naught remains for the critic but to greatly admire. A careful study of these several specimens ough to prove an inspiration to other advertisement compositors, particularly to those moved with the desire to learn. The first two specimens, for instance (the originals of which were of full page size) are superlative examples of correct layout and intelligent display, as well as being grand exponents of art composition. A

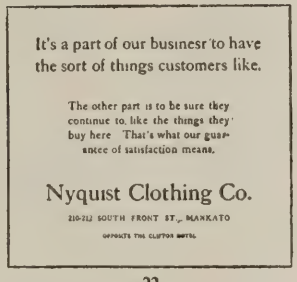
19

Get Your Sale Bills Made by the News
We print the kind of Bills that Catch the Eye and Draw a Big Crowd. That's what you want, isn't it? Our Prices are reasonable.

20


Satisfaction
Much of the joy in life comes from the knowledge of having accomplished something, having done something and done it well. We have this feeling every time we deliver any part of our stock to a patron. We know that we give big value every time, every sale makes a friend for this store. Our stock and volume of business are increasing daily and it is because our goods, prices and service are giving full satisfaction.
O. F. HOLLEY
FURNITURE AND UNDERTAKING

21


It's a part of our business to have the sort of things customers like.
The other part is to be sure they continue to like the things they buy here That's what our guarantee of satisfaction means.
Nyquist Clothing Co.
210-212 SOUTH FRONT ST., MANKATO
OPPOSITE THE CLIFTON HOTEL

22

lesson of perfect panelling is embodied in Exhibit 19, and in Exhibit 20 is seen a delightful exemplification of perfect "massing." This is a type-picture, perfectly charming in its striking beauty and rare simplicity. Only a master of the art would have thought of setting this ad in this way. Note how perfectly the type matter is adapted to the space. Note also the deep margins of white, the strength of display, the nicety of balance, and, lastly, the general harmony between all details. Every canon of the art of ad composition has been complied with in this one specimen. Exhibit 21 is worthy of reproduction in a type specimen catalog and Exhibit 22 is an exquisite example of dignified simplicity, altho the typographical error in the first line is deplorable.

When I first begun this work on the National Printer-Journalist, more than fifteen years ago, the home weekly with a clean front page, that is, a front page free from displayed advertising matter, was less common by far than those with more or less of that most valuable portion of their space given up to advertisers. Immediately, thru these columns, I begun an enthusiastic campaign for radical reform in this respect. Since that day I have had the gratification of seeing the clean front page become as common in the press of the country as the reverse used to be; and I take no little comfort in the belief that the National Printer-Journalist has been somewhat instrumental in bringing about this happy change. And, now that we have 'cleaned house" in our front pages, it's high time we turned our attention to the improvement of other pages of our newspapers, and, with this hope in view, henceforth the chief effort of this department will be the inspiration of its readers to adopt the ideal system of makeup, so frequently alluded to in these columns. As an introduction to last month's instalment I again carefully outlined the "triangular" method of makeup and endeavored to express myself in such terms that all who read might understand the system, which. however, is not complicated; and from time to time hereafter I shall illustrate the system by the reproduction of ideal specimens, and, if possible, add such evidence as may convince every subscriber to this journal of the importance which attaches to this form of imposition. One of the interesting specimens considered in this connection was the Minden (Neb.) Courier, the perfection of which, since its late adoption of the new method of makeup, could only be appreciated by seeing the present Courier and comparing it with the same paper when it was made up after the former unsystematic style. In the meantime, allow me to offer this simple word of warning to those who are interested in this department of the National Printer-Journalist: Remember that the writer alone cannot make this department a success; he must have the hearty support and coöperation of readers. Therefore, send in your newspapers, your advertisement specimens; write the editor a personal letter (his name and address you'll find at the head of this department) telling him of your trade joys and successes, your trade trials and tribulations, for throughout this New Year of 1918, as never before, it is the writer's resolve to give you better service, if possible, to draw nearer to his contributors, to rejoice with them in their happy achievements and sympathize with them in their failures, never forgetting, however, that the main purpose of a department of criticism is helpfulness, the accomplishment of which sometimes requires cutting words, sharp censure, which the critic uses, as the surgeon does his scalpel, to correct the trouble—to cure the disease. Get busy, then, and send in your specimens. I most respectfully solicit your enrollment in this free correspondence school of printer-journalism.

PUBLISHERS ADVISORY BOARD TO FIGHT UNFAIR LEGISLATION

Representative men from the various fields of periodical publishing, have formed a Publishers' Advisory Board to centralize and coördinate the work of various organizations which seek to prevent as well as to foster the repeal of hurtful legislation. . The first big task, it is believed, will be in relation to the zone rate provisions of the war tax bill, affecting postal rates on second-class matter. The seriousness of this legislation, enacted by the last Congress, may be estimated from the fact the law would raise the postage bill of one large Philadelphia publisher to $50,000 more than his profits last year; would cost eighty-six magazines of general circulation, $4,858,785; and would cost a group of farm papers $2,348,683. The assertion that the law, if allowed to stand, would put many publications out of business, gains color in the light of such facts.

STANDARDIZING CATALOGUE SIZES

By Arthur H. Smith, Pittsburg, Pa.

Paper dealers and printers have long realized the bad practice of ordering catalogues and other publications without any regard to the question of whether the size selected cuts without waste from a regular size of paper. If the catalogue takes a sufficient quantity to be what is called a making order, it is assumed there can be no question of waste because the paper can be made the exact size.

The paper dealer and the printer know better and there is, if the printer estimates correctly, an additional charge made to insure against loss from over-runs or under-runs, possible delays in transit, the extra charge for less than 5,000 lbs. and possibly the extra freight for a less than car shipment.

Unfortunately all the economic loss is not always borne by the consumer but is liable to fall on the printer, the paper dealer and the mill. When, for instance, the mill over-runs the inside stock and under-runs the cover, there is a loss which someone has to pay for and unfortunately it is not usually the man who orders the catalogue.

No systematic effort has yet been made to standardize the sizes of catalogues, but the same old wasteful, slipshod methods are employed that have been in vogue ever since catalogues were first issued. There has been some improvement in this respect among small weekly and monthly publications, but catalogue-makers have not not as yet recognized the economy of standardization.

The National Association of Purchasing Agents seemed to have grasped the idea but have carried it to an extreme conclusion. At their annual meeting this summer they recommended that all catalogues be standardized to size—8½ x 11. This size was evidently selected because of its adaptability for filing in a letter cabinet. But this size does not cut from any standard size of paper and would not fit in any machine made envelope. It would require for economical printing a size larger than 32 x 44, but presses which will print larger than this size are exceptional and not in common use. Moreover, it is wholly unsuitable for most lines of business.

The size 7¾ x 10½ is the nearest size to this which will cut without waste from a regular size paper, 32 x 44, and could well be one of the standard sizes, but it is useless to expect all catalogues to be made one size, as different lines of business require different sizes. It would be just as reasonable for the hatters to issue an edict that a No. 7 Derby hat should be the standard for all men.

The most that we can hope for is to secure the adoption of four standard sizes—4¼ x 7, 6 x 9, 7¾ x 10½, and 9 x 12. The small or pocket size (4½ x 7), which fits the requirements of a large number of lines—including the paper dealer and envelope manufacturer—can be varied somewhat to suit the stock sizes of bond or book paper, according to which is used, without doing violence to the principle of standardization. These sizes ought to be sufficient to meet all requirements. Paper, envelopes and filing cabinets are already standardized to suit these sizes.

In marked contrast to the purchasing agents' recommendation is the suggestion of a well-known advertising house that catalogue-makers confine themselves to 48 sizes, all of which it is shown can be cut from seven regular sizes of paper.

This suggestion is supposedly offered in the interest of standardization and economy. It has the merit at least of being one step in the right direction. Somewhere between these widely divergent ideas lies the true solution of the problem.

Probably nothing practical will ever be accomplished until representative advertising men, purchasing agents, paper men and printers get together and agree on something.

At no time has there been such urgent need for this reform. We are learning the folly of waste and the necessity for greater efficiency. With a congested freight condition which is getting worse every day it is impossible to promise deliveries of odd sizes within any reasonable time and a rush order is out of the question.

Service and efficiency are the watchwords of every business house today and standardization means service and greater efficiency.

LANSTON MONOTYPE COMPANY WANTS OPEN-MINDED CONSIDERATION

The Lanston Monotype Company issues the following plea for open-minded consideration:

"Through the circulation of misleading and false statements the impression is being conveyed to some of the publishers of the smaller newspapers that the Monotype Non-distribution system is expensive for equipment and requires so much metal that its use is not profitable.

"The Monotype Company asks the opportunity to present the facts to individual publishers in the form of a detailed statement showing total cost and guaranteed economies."

BOOKKEEPING AND COST FINDING FOR PRINTERS

FUNDAMENTAL BOOKKEEPING PRINCIPLES FOR PRINTERS

ASSIGNMENT III

The General Books of a Printing House of Medium Size Printing, a Manufacturing Industry

THE printing business is a manufacturing industry. Stock is bought, and, thru the employment of labor, presses, etc., a printed article is produced. There are many commodities entering into a printer's product; for example, paper, ink, electrotypes, engravings, and rulings. These may each be the product of some other establishment, and yet they are considered as individual elements of printing as far as the printer's plant is concerned. These finished products of some other establishment may or may not be used in all the jobs which pass thru the presses. Different grades of stock are used; different qualities are printed, etc., for different orders; but regardless of the specifications of individual jobs, it is evident that records must be kept of all the elements which enter into the completed product.

If you were buying a finished product and selling it, you would have two general classes of expenses—those

JOURNAL
January 1, 1912.

A, B and C, all of the City of Milwaukee, have this day formed a co-partnership for the purpose of conducting a printing business under the firm name of				
A, B & C.				
A is to contribute, as his share of the capital of the firm, twelve thousand five hundred dollars in cash; B seven thousand five hundred dollars in cash; and C two thousand five hundred dollars in cash, and also equipment valued at two thousand five hundred dollars, making the total				
Capital $25,000.00				
A is to receive a salary of $30 per week; B a salary of $30 per week; and C a salary of $25 per week; in addition to their shares of the profits. Interest is to be credited on the capital invested at six per cent. per annum. Profits and losses are to be divided in proportion of fifty per cent. to A, thirty per cent. to B, and twenty per cent. to C.				
—2—				
Equipment	2,500	00		
C's Investment Account			2,500	00
Contributed as Capital Invested				

EXHIBIT 17

connected with selling and those connected with the general administration of the business. But, as a printer, you are a manufacturer, and as such you need to incur expenses for many articles and services which bear relation only to the manufactured article that is produced. For example, you need presses, type, stones, chases, etc., all of which are constantly depreciating; you need plant supplies, productive labor (that spent on chargeable work), and unproductive labor (that spent on non-chargeable work); and you must incur many sundry expenses to enable you to turn out the printed page. Clearly, these expenses of manufacturing should not be confused with selling or administration, and it is necessary to open additional accounts in the general ledger for every manufacturing expense incurred. By keeping such accounts in the ledger, a printer will be able to know the total costs of production, and will be able to study and analyze each expenditure.

All expenditures for shop expense should not be grouped together, but, when indicative of an important business tendency, each class of expense should stand alone. Often all such items are grouped under the one account heading "Expense" even when the several items have entirely different effects upon the business, and are different in character. The incorrectness of this practice was emphasized in Assignment I; it is again referred to because of the splitting up of the general Expense account is one of the fundamental principles of accounting, very often violated by the printing craft.

General Books of Printing House.—In order to outline the general books and accounts of a printer, we shall trace the steps in the organization of a typical printing company, and we shall follow the business transactions of the new establishment during the first month of its existence. We shall also describe the general books that are needed by our hypothetical organization. These books, it should be remembered, are not specifically cost books for cost accounts, but are general books for general accounts.

The facts relating to the organization of the business to be used as an illustration are as follows: A, B and C agree to engage in the printing business under the firm name of A, B & C, beginning January, 1912. A is to invest $12,500 cash, B, $7,500 cash; and C, $2,500 cash and equipment valued at $2,500. In addition to the joint division of profits and losses as explained later, each partner is to receive interest at the rate of 6% per annum upon his investment, and salaries are to be allowed as follows: A and B $30 each per week, and C $25 per week. Profits or losses are to be divided in the proportion of capital contributed, i. e., 5:3:2, or 50% to A, 30% to B, and 20% to C. It is further agreed that A and B are to devote their time to the general management of the plant, and C is to act as salesman for the firm.

Books to be Used.—The following books will be used by A, B & C; journal, cash book, order and sales book, purchase book, customer's ledger, creditors' ledger, and general ledger. Exhibit 17 shows the ruling of the journal to be used; Exhibits 18 and 19, the cash book; Exhibit 20, the order and sales book; and Exhibits 21 and 22, the purchase book.

The student is to draw up a complete set of books for the firm of A, B & C, following the forms that have been shown. For each book use 17 x 14 inch paper, folded to 8½ x 14. Each 17 x 14 sheet, then, makes a book of 4 pages. The 2nd and 3rd (the two inside) pages are the ones that should be ruled. In the case of the cash book, cash receipts will be entered on the left inside page, and cash disbursements on the right inside page. The purchase book should be ruled across both pages, and the order and sales book should be ruled in the same way.

In these books you are to make suitable entries for all of the transactions described in this assignment. Make each entry as you come to it.

Opening Statement.—A summary of the articles of co-partnership is recorded in the journal, after which the initial entries are made. In this case the opening statement appears as follows (this should be copied on the first page of the journal, as shown in Exhibit 17):

January 1st, 1912.

A, B and C, all of the city of Milwaukee, have this day formed a co-partnership for the purpose of conducting a printing business under the firm name of

A, B & C.

A is to contribute, as his share of the capital of the firm, twelve thousand five hundred dollars in cash, B seven thousand five hundred dollars in cash, and C two thousand five hundred in cash and also equipment valued at two thousand five hundred dollars, making the total:

Capital, $25,000.00.

A is to receive a salary of $30 per week, B a salary of $30 per week, and C a salary of $25 per week, in addition to their shares of the profit. Interest is to be credited on the capital invested at 6% per annum. Profits and losses are to be divided in the proportion of 50% to A, 30% to B, and 20% to C.

In the journal the following entry is made after this

Dr. CASH BOOK

Date	*L.F. Cu	*L.F. G	Accounts to be Credited	Explanation	Net Cash	Discount on Sales	Customers	General
Jan. 1			A Investment	Account	12500 00			12500 00
			B Investment	Account	7500 00			7500 00
			C Investment	Account	2500 00			2500 00

*L.F. Ledger Folio.
Cu. Customers' Ledger.
G. General Ledger.

EXHIBIT 18

opening statement (see Exhibit 17):

Equipment $2,500.00
C's Investment account.... $2,500.00
Contributed as capital invested.

In the cash book, debit side, the following items are entered in the Net Cash and General Columns (see Exhibit 18):

A's Investment account.....$12,500.00
B's Investment account..... 7,500.00
C's Investment account..... 2,500.00

The premises at 1000 Broadway are rented at a monthly rental of $125 (including heat), payable in advance.

Equipment Ordered.—The following equipment is ordered:

From the Edwards Press Co., two cylinder presses (one at $2,000, and one at $3,500), $5,500; and 5 platen presses (three at $180 each, one at $300, and one at $400), $1,240.00.

From the Hopkins Printers' Equipment Co., composing-room equipment, consisting of type, type cabinets, stones, furniture, and other miscellaneous equipment, $5,000.00.

From the Jones Manufacturing Co., bindery equipment for $1,300, including a stitcher at $250.00, perforating machine at $150.00, punching machine at $100.00, paper cutter at $800.00, and other bindery equipment, $900.00.

From the Central Furniture Co., office furniture and furnishings, including desks, chairs, safe, files, etc., $250.00.

From the Giant Electric Co., motors for $300.00.

Employes.—An office girl is employed at $10 per week, a porter at $10 per week, and an errand boy at $4 per week.

Other employes are as follows:

Composing Room
1 Foreman .....$25.00 per week.
4 Journeymen at .... 20.00 per week.

Cylinder Press Room
1 Pressman .....$22.00 per week.
1 Pressman ..... 18.00 per week.
4 Feeders at ..... 11.00 per week.

Platen Press Room
1 Pressman .....$16.00 per week.
1 Pressman ..... 14.00 per week.
3 Feeders at ..... 8.00 per week.

Bindery
1 Paper Cutter .....$18.00 per week.
1 Forelady ..... 10.00 per week.
3 Bindery girls at .....6.00 per week.

Selections from applicants are made for these positions, and to simplify the illustration it is assumed that the various employes report on the morning of January 4.

Merchandise Purchases.—In order still further to simplify the illustration, it is assumed that arangements have been made with the Z Paper Co., The Rapid Electrotype Co., The Crow Ink Co., the Smith Engraving Co., and

CASH BOOK

Date	*L.F. Cr	*L.F. G	Accounts to be Credited	Explanation	Net Cash	Discount on Purchases	Creditors	General
Jan. 2			Rent	January	125 00			125 00
2			Equipment	Cost of Installation	50 00			50 00
			Equipment, etc	Invoice of Edwards	5500 00			5500 00

*L.F. Ledger Folio.
Cr. Creditors' Ledger.
G. General Ledger.

EXHIBIT 19

the Johnson Bindery, for sundry purchases of their respective commodities or services. The Johnson Bindery is to do all ruling. Payments will be made monthly. The Z Paper Co. allows a discount of 2%, 30 days. Merchandise purchases will not be made from any other concerns; therefore only the name of the commodity bought will be mentioned in the transactions. The name of the vendor can be determined from the character of the goods that are purchased.

Method of Stating Transaction.—In order that the student may know exactly where each transaction will be entered, a code is used in this assignment which designates in all cases the book of original entry and in some cases the specific columns in which to enter the various amounts. Whenever the abbreviation for a book or a special column is used, it should be under-

stood that the transaction under consideration is to be recorded by an entry in that book or in that column. The code is as follows:

Symbol	Meaning
J	Journal.
CB	Cash book.
CB-Dr	Debit side of cash book.
CB-Cr	Credit side of cash book
CB-Dr-NC-G	Net Cash and General columns on debit side of cash book.
CB-Cr-NC-G	Net Cash and General columns credit side of cash book.
CB-Dr-NC-Dis-G	Net Cash, Discount, and General columns on debit side of cash book.
CB-Cr-NC-Dis-G	Net Cash, Discount, and General columns on credit side of cash book.
CB-Dr-NC-Dis-Cu	Net Cash, Discount, and Customers columns on debit side cash book.
CB-Cr-NC-Dis-Cu	Net Cash, Discount, and Creditors columns on credit side of cash book.
OB	Order and sales book in Order Number, Date, Quantity, Description, Price, and Name columns.
SB	Order and sales book, in Date Billed and January columns, opposite the proper order entry.
PB	Purchase book. The amount of every entry must be given in two columns—the entire amount must be entered in the Total column and then distributed under the proper columnar headings, as shown in Exhibit 22.

(The first few entries in each book are made on the forms already illustrated in this assignment.)

January 2, 1912.

CB-Cr-NC-G Pay January rent, $125.00. Account to debit, Rent. The presses from the Edward Press Co. are installed.

ORDER AND SALES BOOK

Order No.	Date	Quantity	Description	Price	Name	Cu. L.F.	Date Billed	*January	*February
1	Jan. 4	6,000	Order blanks 6x9½	12 00	Coyle Grocery Co.				
	4	200,000	Programs 6¾x9¾	440 00	National Club				

*There are no printed headings for these columns. The headings are written in. On any page of the order and sales book these columns should be headed with the names of the months during which the orders entered on that page are delivered. In some businesses it is necessary to have more than two blank columns for this purpose. The sales price of a job is entered in the column headed with the name of the month during which the job is delivered.

EXHIBIT 20

PURCHASES

Date		Cr. L. F.	Creditor	Address	Terms	Amount
Jan.	3		Crow Ink Co.			150 00
	4		Z Paper Co.			13 00
			Smith Engraving Co.			4 00

EXHIBIT 21

CB-Cr-NC-G Expenses of installation, amounting to $50.00, are paid in cash, as well as the invoice of the Edwards Press Co., for $6,740.00. Account to debit, Equipment (cost of installation) $50.00, and Equipment (invoice of Edwards Press Co.) $6,740.00.

CB-Cr-NC-Dis-G The office equipment from the Central Furniture Co. is received, and the invoice, less 5%, is paid in cash. Debit Office Furniture and Furnishings—Net Cash $237.50, Discount $12.50, General $250.00.

CB-Cr-NC-G The Jones Mfg. Co. installs the bindery equipment, and their invoice of $1,300.00 is paid in cash. Debit Equipment.

CB-Cr-NC-G The composing-room equipment is received from the Hopkins Printers' Equipment Co. Pay their invoice for $5,000.00 in cash. Debit Equipment.

3

MILWAUKEE, 191

L.F.	Sundry	Paper Stock	Ink	Electrotypes	Ruling	Engraving		Equipment
		4	150 00					
		13 00						
						4 00		

EXHIBIT 22

Continued Next Month

PRINTING TEACHERS' CONVENTION TO BE HELD IN NEWARK, N. J.

At a recent meeting of the Executive Committee of the Eastern Section, International Association of Teachers of Printing, it was decided to hold the annual convention of the Eastern Section in Newark, N. J., on March 25th and 26th.

The appointment of convention committees was left in the hands of President R. Elmer Throssell, of Newark, with the suggestion that he act as a member, ex-officio, of all committees. Harry Burns, Teacher of Printing, Madison Avenue School, Newark, was selected by President Throssell as chairman of the Committee on Arrangements.

Efforts will be made by the Committee on Arrangements to hold the sessions in Newark's beautiful City Hall, one of the most magnificent municipal buildings in this country. Major Charles P. Gillen, of Newark, who manifests great interest in all things pertaining to education, will welcome the delegates to the convention.

The convention speakers will probably be Mr. Charles Francis, one of the best-known master printers of the country; Dr. David B. Corson, Acting Superintendent of Schools, Newark; Mr. Cephas I. Shirley, Asst. Supt. of Schools, Newark; and Mr. Hugo Froelich, Supervisor of Manual Training, Newark.

It is planned to partly entertain the attending delegates by trips thru several of Newark's leading industrial plants. Two of the plants already selected are the Whitehead & Hoag Co. and the Osborne Calendar Company.

The annual dinner will be held at the Robert Treat Hotel, which has also been selected as convention headquarters for out-of-town visitors. Speakers for the dinner have not yet been selected, but will probably include those prominent in printing and educational circles.

The principal work to be accomplished at the 1918 convention will be the adoption of standardized courses of study for the various phases of industrial education. Committees to prepare and offer standardized courses of study for manual training, prevocational, vocational, and trade instruction in printing, have been appointed. They are expected to report at this convention.

An interesting feature of the convention will be the proposed exhibit of specimens of printing done in school printing departments.

The attendance at the convention will probably be about 200. All members of other sections of the I. A. T. P., educators and printers are cordially invited to attend.

International President, Joseph A. Donnelly, of New York, will probably officiate at the opening of the convention, after which eastern President, R. Elmer Throssell, will occupy the chair.

The officers of the Eastern Section, I. A. T. P., are: President, R. Elmer Throssell, Newark, a former vice-president of the Newark Board of Education; Vice-President, C. W. Betts, Hampton, Va.; Secretary, Ralph A. Loomis, Jersey City; Treasurer; John E. Mansfield, Hawthorne, N. Y.

A NEW BOOK FOR SMALL TOWN EDITORS AND STUDENTS OF JOURNALISM

A new book for small town editors and students of journalism is, "The Country Weekly," by Phil C. Bing of the University of Minnesota. The price of the book is $2.16 by mail and orders, accompanied by cash, will be filled by the Book Department of the National Printer-Journalist. The avowed purpose of the author is to show how the country weekly may be made both powerful and profitable.

In a single, compact volume the local newspaper man, or one who aspires to the position, may learn to differentiate between the way that pays and the way that fails.

Very reasonable solutions are reached of many of the problems that constantly arise in the conduct of a small-town newspaper enterprise. There are many illustrations, all of a practical character, and everything is done to make the book a useful as well as a definitive and authoritative guide.

Newspaper Should be Real Benefit to Community.—By Fred Trigg, Kansas City Star, Kansas City, Mo.

Success in newspaper work depends on the soul and spirit which the young man or young woman puts into his work. The trouble with the newspaper business today is the same as in every other business. We are tied to the post of tradition and we can't get away from it.

It is the business of the newspaper to be the watchman in the tower of the community which it represents. Whether an industrial, agricultural or religious paper it should be the central bureau of thought and activity in the community.

The newspaper that is right ought never to have a policy except the policy of being right. The political paper which has no policy but to be a party organ is fast disappearing. No paper has a right to have a policy except to be the watchman in the tower. It must pay dividends to the community, if the community is to pay cheerfully its subscription to the paper.

AN INTERNATIONAL FREE PRESS

By Walter Williams, President of Press Congress of the World

The permanency and efficiency of a League of Peace depends in final analysis upon the body of the public opinion which gives it support. The most elaborate and nicely adjusted international machinery breaks down sooner or later, except it has for motive power an informed and sympathetic public sentiment. A League of Honor is impossible of continuance save it is based upon common knowledge as well as common ideas. Neither individuals nor nations will walk long a path in amity together except they agree—and agreement has understanding for prerequisite.

Peace is more nearly safe in a democratic than in an autocratic world. Democracy is less liable than autocracy—or bureaucracy—to be militaristic. Fundamental in a democracy is freedom of speech, written and spoken. There can be no genuine and continued democracy save with freedom of the press. It still remains true as when uttered by Macaulay that there are but two kinds of government in the world, government by public opinion and government by the sword. Because the people hate war and love peace, wars will be increasingly infrequent when the voice of the people, organized public opinion, becomes in actuality the controlling factor in the destinies of all nations. Thru a free press is, in modern times, the chief, tho of course not the only, method of expression of public opinion.

In one sense this hideous war was made by the world's press. If the journalism of Europe had been for a century free to publish the news uncolored by government influence or dictation, if it had been free to discuss in public the machinations of secret diplomacy, this frightful strife would not have come. Certainly national antagonisms were increased and racial hatreds embittered by the international news served out from official or semi-official sources, by the Wolff Agency in Germany, Reuter's in England, and Havas in France, the Correspondenz Wilhelm in Austria, the Stefanie in Italy, the Ministry of the Telegraph—frankly official—in Russia, the Koksai in Japan and others in other lands. The international news thus circulated was seldom the actual truth—it was what the government wished the people of their own nations and the governments and peoples of other nations to think was the truth. Many others than Bismarck manipulated the editorials and the news dispatches. Nor has the tribe disappeared from earth. War took place in the open because—thanks to an enslaved and complacent press—the preparations therefor were carried on in secret. Censorship was an accessory before the colossal crime of war even if not a principal in bringing it about.

To remove the constant recurring danger of strife between nations there is needed a national and international free press. Suspicion and jealousy and national antagonism are largely founded upon ignorance. It is what we do not know in our neighbor nation that we fear. It is what he does not understand regarding us that causes distrust and dislike. If the people of one nation knew the hopes, aspirations, life interests of other nations, were free to learn from a free press, many present causes of strife would never exist. The friendship between Canada and the United States, a friendship that made unnecessary forts or armed guards upon boundary lines, has resulted in a large measure from an exchange of the people's thoughts, knowledge of each nation of the public opinion which determined the policies of the other nation. This has been possible because of a press circulating free on both sides of the border. Controlled or subsidized news-agencies used to misinform, or inflame or irritate by the government of one country could have so provoked the other country as to bring on war. What is true of the relations between Canada and the United States is equally true, tho in different and varying degree, of the relations between all other nations.

When terms of peace are written it will not make so much difference what boundary lines are temporarily marked upon the world's map if the people within those boundary lines are permitted to express themselves freely and to talk over them at will and without fear of restraint. Division fences are most dangerous when they are elevated into impenetrable and unscalable walls. Agreement upon freedom of the seas is desirable that the world's commerce of material freight may be carried by merchant navies without hindrance, but agreement upon freedom of the press is necessary that the world's commerce of opinion may be carried far and wide to all lands.

An international free press would mean real disarmament.

MICHIGAN WOMAN'S PRESS MEETS

The annual board meeting of the Michigan Woman's Press Association was held in Detroit, at the Hotel Tuller, on the afternoon of February 16th, where nine members met in response to the call of the president, Dr. Emma E. Bower of Port Huron.

George Harland of Detroit, president of the Michigan Press and Printers Federation met with the members of the board at this time, to confer in regard to the proposed convention of the Federation planned for May 16, 17, 18, 1918, at Lansing. He reported the lack of enthusiasm on the part of the craft on account of big extensive expenses, and showed that the money provided would come from a limited number of members. It was the opinion of the various board members that the convention should be held, owing to the importance of the newspaper world as a factor for good.

President Harland emphasized that a speaker of world renown must be secured to assure a big attendance of the newspaper craft from all over the state. The woman's board decided to await the outcome of the meeting of the federation board to convene in several weeks. Mrs. J. E. St. John of Lansing, chairman of the women's entertainment committee, reported enthusiasm on the part of the Lansing people in regard to entertainment, Charles N. Halstead is chairman of entertainment committee.

A READER FOR TWENTY YEARS

Dear Bro. Herbert:—I have been a reader of the N. P.-J. for nearly twenty years. I do not see how I could get along without it. Enclosed find the money for the renewal. Wishing you the best of success, I remain,

Cordially,

J. BYRON CAIN.

Belle Plaine, Kansas.

REPORT OF THE POSTAL COMMITTEE OF THE PUBLISHERS' ADVISORY BOARD

THIS Committee, after a thoro investigation of the varied problems that have arisen in the whole publishing world as a result of the postal measure which was hastily jammed into the War Revenue Act, at the last session of Congress, hereby submits the following report and recommendation:

The last Congress passed a law applying a zone system to the carrying of newspapers and periodicals—at the same time it introduced a complex system of classifying the postal rates whereby the postage on newspapers and periodicals has been increased from 50 to 900 per cent, according to the zones in which they are delivered.

The zone system means the destruction of national circulations of newspapers and periodicals, owing to the terrrific cost to readers. This tremendous increase in postal cost by zones, means the dividing of the country into sections, in which the interchange of thought and advance progress between sections becomes difficult—and in hundreds of thousands of families impossible.

No more socially destructive law has ever been passed by Congress. It breaks down the access of the citizens of the nation to newspaper and periodical reading, at a crisis in our national history in which the widest possible dissemination and discussion of ideas is necessary. It is a period when every stimulation and opportunity for energizing patriotism is of the utmost importance to our Nation.

The urgent pleas of the Department of War and the Navy Department for the assistance of newspapers and periodicals in energizing the country, together with the appeals from the various Commissions for newspaper and periodical assistance in spreading information as to the necessity of war economies, war needs, war loans and war aims, and the splendid results following that appeal, mark this action of Congress in persecuting newspapers and periodicals as something to be deplored.

This destructive 50 to 900 per cent increase law must be repealed on the broadest grounds of national necessity and national interest. The right of the citizens of this Nation to have unthrottled access to current reading and intellectual progress, bulletined by our nation-wide press, must not be abridged under the subterfuge of postal legislation. The specific points to be kept in mind by publishers, and upon which all publishing interests, newspaper and periodical, can unqualifyingly unite, are set forth below:

(1) That the law increasing periodical and newspaper postage by a combined system in amounts of increased cost varying from 50 to 900 per cent over the present rates should be repealed; especially at a time in our national history when a free press with its inspiration of patriotic ideals is of the utmost importance to the country.

(2) That the conditions under which this 50 to 900 per cent periodical and newspaper postage increase was passed, i. e., jammed into the War Revenue Act when the Senate after full investigation and discussion had rejected it, and the House forced thru passage after refusing hearings and discussion, mark it as one of the greatest and most destructive abuses of legislative power.

(3) That the rates therein laid down of from 1½ to 10c per pound for published matter of varying kinds, bears no relation to the cost of handling the same by the Postoffice Department; this being clearly proven by the fact that a private concern, i. e., the Wells Fargo Express Company, will call for, ship and deliver farm produce from the same zones, over the same distance, at from 20 to 30 per cent less than this law proposes to charge for clean, easily-handled and non-perishable periodicals and newspapers. The periodicals, moreover, being delivered to the Postoffice by publishers, and in a vast bulk collected from the Postoffice at the receiving end by private news distributing agents. In startling contrast with these figures, which are herewith presented, is the fact that the Wells Fargo on its charges, pays handsome dividends to its stockholders. Any assertion by Congress, therefore, that the charges under this postal law representing cost of handling is an absurdity.

Advertising page postage cost only is quoted—for the advertising pages make possible the periodicals. Reading pages have been increased 50 per cent flat!

Low Express Rate per pound on Perishable Foods		High U. S. Gov't. Rate per pound on Clean, Neat Periodicals
	Ohio to New York City	
2¾c.	Butter or Chickens	5c
	Indiana to New York City	
3½c.	Eggs or Chickens	6c
	Wisconsin to New York City	
3 9-10c.	Honey (per section)..... (approximately 1 sec. per lb.)	6c
	Arkansas to New York City	
4 6-10c.	Nuts	7c
	Texas to New York City	
6 3-10c.	Nuts	9c
	Seattle, Wash., to New York City	
7c.	Fresh fish (packed in ice)..... (gross weight, 15 lbs.)	10c

(4) In the light of the above facts, and in further consideration of the fact that there has not been any adequate investigation as to postal methods of cost-accounting, or cost of service, for many years, it is apparent that no intelligent postal rate-making legislation can be enacted by Congress until such costs are determined. In postal legislation of this character there must FIRST be analyzed the function of the Postal Department in relation to the people of the Nation, and the principles clearly set forth as to whether:

(a) The Postoffice is to be regarded as a money-making, revenue-producing function of the Government, or

(b) Whether it is a Governmental function similar to that of all of the other great Governmental departments, in which the service rendered the Nation is of primary importance and the cost and revenue and rates thereof a secondary consideration.

(5) That the charges and allegations so loosely bandied about by the opponents of periodicals and newspapers, i. e., that the low postage is a "subsidy" to publishers, is utterly unsound and false in principle. It is the consumer in every case who pays whatever freight and transportation rate is charged upon any article; that the consumers of newspapers and periodicals are readers; that the high postage means high cost to readers—and therefore fewer readers. To discourage reading by legislative enactment thru guesswork postal legislation is destructive to the solidarity and high citizenship of this Nation.

Low postage is therefore no more a "subsidy" to publishers than is the free distribution of educational

farm bulletins from the Department of Agriculture a "subsidy" to farmers; or commercial bulletins to business men or manufacturers from the Department of Commerce a "subsidy" to business men; or similar business scientific and educational information from the Departments of Labor or the Interior a "subsidy" to the citizens receiving them.

(6) Careful analysis of the publishing industry in all of its branches and phases shows that it is one common ground upon which all publishers of every kind of publication and newspaper in this grave emergency may stand absolutely united, that is, in opposition to this 50 to 900 per cent periodical and newspaper postage increase and demand its repeal.

It is to be most sincerely deplored that certain elements both in Congress and out, have attempted to make capital for themselves, and to utilize the hostility of those elements in Congress who have been sensitive to newspaper and periodical criticism to trade national legislation to their own advantage.

The fundamental relation of the postal function is as vital to newspapers as it is to periodicals of less frequency—and it is the same in both cases, they serve the Nation thru the same means.

(7) It is earnestly and urgently recommended:

(a) That all publishing interests unite in demanding a full and adequate investigation and accounting of the Postoffice Department and a determination of its function in relation to the people of the country. And that they energetically educate by every use of discussion in their columns their readers as to the true principles of our national postal function.

(b) That until such analysis, investigation and determination shall have been made, it is unfair and unjust to enact postal rate legislation—since at present there is nothing more than guesswork as a basis.

(c) That all publishing organizations be invited to unite as members of the Publishers' Advisory Board for the accomplishment of the above purpose.

Attention is particularly directed to the remarks by Senator Smoot, in the Senate on January 3rd, when introducing a revision of the War Revenue Bill:

"The New Measure also repeals and eliminates the zone system of increased rates on second-class postage. It leaves this matter out of the bill as it does not properly belong in a taxation bill.

"The adjustment of these rates should be left to the Committee on Postoffice and Postroads, and be the subject of separate legislation. It is not fair to drive thru such a repressive measure in a necessary taxation bill."

It is earnestly recommended that Senator Smoot's position in this matter be the ground upon which all publishers unite in unanimous support.

(Signed) ALLAN H. RICHARDSON, Periodical Publishers' Association.
A. C. G. HAMMESFAHR, Periodical Publishers' Association.
GEORGE E. COOK, Association of Religious Press.
E. T. MEREDITH, Agricultural Publishers' Association.
M. C. ROBBINS, Associated Business Papers, Incorporated.
REX BEACH, President Authors' League of America, Incorporated.
PETER J. BRADY, Allied Printing Trades Council.
DR. H. EDWIN LEWIS, American Medical Editors' Association.

WHEN A MAN IS HONEST—By W. E. Wroe,

When we believe a man is honest, we will all "go a long way" with him. He may be wrong about a good many things, and in a good many ways. His judgment may not always be sound—he may be too temperamental—markedly selfish—lack a sense of humor—cherish antiquated notions about morality and religion—he may even be a pacifist and wear side whiskers, but if we know he is honest, we all feel safe with him—to employ him—or to work for him—to buy of him or sell to him.

If we sell to him and he makes a complaint, we know that it is one which has some proper foundation, and that that fact must be borne in mind in any investigation that follows. If his judgment has been at fault or his ideas about contract requirements are in error, those things will develop and stand for proper repairing under the investigation.

When the man is honest and we know it, we can always feel that we are dealing with a friend—that there will be nothing concealed—no stabs in the back—no submarining of our candid advances—no unfair advantages taken of our honest purposes and intentions.

That is why the man who is honest, but who may lack other attractive personal qualities, succeeds today in business and in the professions where other men of greater geniality, shrewdness and industry, who lack honesty, fail. Honesty is an elemental virtue; it is the very foundation of all virtues, and it will successfully offset a host of minor defects in character and habit and ultimately bring to the man possessing it the confidence and respect of those who come in contact with him.

As for the man who lacks honesty or whose honesty is open to question, all of us accept his representations with reserve and caution, and continually and always view his professions, his claims, and his complaints with a certain distrust.

Honesty is adopted sometimes as a policy by men who are not naturally and honestly honest. But "policy" honesty sooner or later gets identified as "policy" honesty under some acid test, and the wolf finds the sheep hide too short on one end.

Yes, the truly and naturally honest man, the man whose normal and constant inclination and viewpoint is primarily and invariably sincere is, as has often been quoted, "The noblest work of God," and as said in the beginning we will all "go a long way" with such a man.

Free Advertising

"Unfortunate!" How true! I have tried free advertising fried, stewed, but found it unpalatable in every style. Chopped fine it might make good breakfast food. And when the ghost was due to walk at the end of the week, I was unable to unload it on the pay roll, the obstreperous employes seeming to prefer cash. And so much of the time in days agone the help got all the money, leaving me to subsist on the free advertising, that I vowed long ago I would cut it out henceforth and forevermore.—Cornelius De Vos.

NEBRASKA EDITOR PROPOSED FOR GOVERNOR

Mr. Clark Perkins, the President of the Nebraska Press Association, has been proposed for the office of Governor of the State.

The ability of Mr. Perkins to fill the position of chief executive of the great western commonwealth is vouched for by many newspaper men. As editor of the Aurora Republican he has a wide acquaintance and those who know of his work from day to day affirm most positively that his election would insure an administration of affairs upon a straightforward efficiency basis.

TRADE-MARK MIX-UPS AND SUNDRY WAYS OUT

By L. W. Mida, President Mida's Trade Mark Bureau, Chicago *

Article Five

What is Meant by Classification?

There are a good many classes of merchandise. Whenever a similar trade-mark is used to designate the same class of goods, then it is regarded as an infringement. For example, there is one well-known brand of flour, known as "Ceresota." Therefore, when application was made for the registration of another trade name that was spelled "Cercosa," it was refused on the ground that it was similar to a name used in the same branch of trade.

Following is a list of the general classes of merchandise as decided upon by the Patent Office:

1. Raw or partly prepared materials.
2. Receptacles.
3. Baggage, horse equipments, portfolios, and pocketbooks.
4. Abrasive, detergent; and polishing materials.
5. Adhesives.
6. Chemicals, medicines, and pharmaceutical preparations.
7. Cordage.
8. Smokers' articles, not including tobacco products.
9. Explosives, firearms, equipments, and projectiles.
10. Fertilizers.
11. Inks and inking materials.
12. Construction materials.
13. Hardware and plumbing and steam-fitting supplies.
14. Metals and metal castings and forgings.
15. Oils and greases.
16. Paint and painters' materials.
17. Tobacco products.
18. Abolished February 23, 1909.
19. Vehicles, not including engines.
20. Linoleum and oiled cloth.
21. Electrical apparatus, machines, and supplies.
22. Games, toys and sporting goods.
23. Cutlery, machinery, and tools, and parts thereof.
24. Laundry appliances and machines.
25. Locks and safes.
26. Measuring and scientific appliances.
27. Horological instruments.
28. Jewelry and precious-metal ware.
29. Brooms, brushes, and dusters.
30. Crockery, earthenware, and porcelain.
31. Filters and refrigerators.
32. Furniture and upholstery.
33. Glassware.
34. Heating, lighting, and ventilating apparatus, not including electrical apparatus.
35. Belting, hose, machinery packing, and non-metallic tires.
36. Musical instruments and supplies.
37. Paper and stationery.
38. Prints and publications.
39. Clothing.
40. Fancy goods, furnishings, and notions.
41. Canes, parasols, and umbrellas.
42. Knitted, netted, and textile fabrics.
43. Thread and yarn.
44. Dental, medical, and surgical appliances.
45. Beverages, nonalcoholic.
46. Foods and ingredients of foods.
47. Wines.
48. Malt extracts and liquors.
49. Distilled alcoholic liquors.
50. Merchandise not otherwise classified.

Why Geographical Names are Forbidden

It is considered that the name of any community should be the common right of all persons in that community. As a matter of fact, it is an address rather than a name that can be trade-marked. There have been certain exceptions. But these all antedate the law of 1905. There are Pittsburgh pumps, and Yucatan leather and Manhattan sewing-machines. Waltham and Elgin watches make use of the names of the cities in which they are manufactured, and this is true of Kalamazoo stoves, and Bristol fishing-rods. In Oneida, New York, there is located the Oneida Community, manufacturers of various articles, including silverware and game traps. In fact, pretty nearly all of the traps used thruout the world are manufactured by the Oneida Community. Not long since a company started up in Oneida and attempted to use the word Oneida in conjunction with its rival traps. It held that it had as much right to the community name as the original association. But when the matter was fought out in court, it was decided that the name Oneida had become so closely associated with game traps, that it belonged to the Oneida Community.

The Difference Between Characters, Phrases and Trade-Marks

Every figure that is seen in advertising is not necessarily a trade-mark. The Ebony Chef used by Cream-of-Wheat is not a trade-mark. He appears in many different positions, and, while it is always in conjunction with Cream-of-Wheat, it is always a different picture. The Gold Dust Twins, The Little Fairy in the Home, Swift's Diminutive Butcher Boy, Velvet Joe and many similar characters, are in reality not trade-marks, but they serve a similar purpose when it comes to advertising.

This is also true of phrases for merchandise. They are phrases that are unusual. There is one used by Pompeian Massage Cream. It is, "Don't envy a good complexion; use Pompeian and have one." This was the result of an extensive contest in which many thousands participated.

To be continued

*[It is with this old-established Bureau—the largest in America—that this publication has arranged to furnish Free Searches of Trade Marks for our advertisers and paid subscribers.—Editor.]

PRINTERS' ADVERTISING-WISE AND OTHERWISE

By William Darwin Fellows, Advertising Counsel, Buhl Building, Detroit, Mich.

Subscribers are invited to submit their own advertisements or the advertisements of others for treatment here. It is all for a bit of good-natured fun with, perchance, a sprinkling of common sense in the background.

ALTER S. PARKER, of Chicago, is some guy, believe us. Also believe him. He proves it. Note, if you will, how deftly he has gone to the trouble to classify his toppiece here.

We should think, nit, that most anybody seeking right printing, would stop instanter here. Walter is so modest about it all, you know. How can a wayfaring man who needs some printing get away from him? You see he has classified his every head faculty here, so help him. Wonderful. Fetching. Frankness. And so on.

Personally, we don't believe one man in a hundred will stop to decipher this thing. Why? Well, for one reason, it's printed upside down, so to speak. It makes the hardest sort of hard reading, at that. Always this way of doing the stunt does.

A man might murder his dear mother-in-law and nicely lay her body out in his front window. It would attract plenty of attention—especially the attention of some of us married folk. But would it be the right kind of attention to attract? Hardly, Bo.

So long's a printerman wants his story read, why doesn't he confine his efforts to clear black and white, with maybe now and then a slap of color thrown in? The further he gets away from that there thing, the further he will get away from the reader, that's all. For readers, doncherknow, are not dying to do puzzle-work. Goodness knows, it's hard enough to make sure of getting them to read us when we go after them per hoyle.

BRAIN ABILITY TO PLAN, PERFECT AND EXECUTE THE BEST PRINTED CREATIONS.
FOREHEAD CLEARNESS OF COMPREHENSION IN ARRANGEMENT AND BREADTH OF STYLE
EYE ARTISTIC COLOR AND TYPOGRAPHIC CONCEPTION AND EXECUTION.
NOSE SENSE OF FITNESS AND AN APPRECIATION OF PROPRIETY IN DISPLAY OF ALL KINDS.
EAR HARMONIOUS OF INTERPRETATION. SHOWS BREADTH OF TREATMENT IN TYPE CONSTRUCTION.
CHIN FIRMNESS AND SINCERENESS OF PURPOSE IN OWN WORKMANSHIP. AN ESSENTIAL REQUIREMENT.
WALTER S. PARKER
The Head of a Good Job Printer
A GOOD JOB PRINTER must have, as shown above, those natural qualifications, that combined, make of him a leader in his own class. In other words, a good job printer is born not made. In showing the head of our manager, through whose directing hands every detail of your business with us passes, we desire to make you conversant with his qualifications. Our business is that of job printing, and we desire a chance to figure on your letter heads, envelopes, mailing and business cards, booklets and catalogues. Tell us exactly what you need and we will submit figures by return mail. Our work is the best to be had in Chicago, and our prices are the lowest consistent with good workmanship and stock. Give us your next order as a trial. It will please you into being a regular customer. Write us to come and see you. Or, better yet, call up telephone Harrison 5939 or Automatic 67-757
WALTER S. PARKER 508 S. Dearborn Street CHICAGO ILLINOIS

Figure No. 1

Doing things out of the ordinary is all to the mustard, of course. Nobody's saying one lil word again it. But there is such a thing as getting too allfired funny on it. One of the good ways to get too allfired funny on it is to print your announcement in white letters on a black background. Folks arn't used to such a stunt, you know. Or rather, they have become so used to it, it doesn't make some

hit with them some more. It was difficult to read. If we want to be dead sure of holding a reader's attention, give him something difficult to read, sez we—nit.

Besides, if anybody should ask you, why it is that a printerman will print his profile this way? Is he stuck on his looks, or what ails him? What do people care what he looks like? It's his method of printing things they are mostly absorbed in. However, you see, had this bold printerman not given his profile here, he wouldn't have had the same excuse to diagram his head faculties. My, but these selfsame head faculties do get hold of a prospect good and hardlike, don't they? Nit. They make him want some of Walter's kind of printing right away, don't they? Nit. As far as we are concerned, gin us a printerman who isn't dead gone on his physiognomy. Gin us a printerman who is dead gone on his style of printing instead, and is not backward about telling us how he does it.

About the only direct appeal this here thingumbob makes to a man is "Give us a trial." We won't, at that, on the showing made here. We don't care to purchase some of Walter's face and we don't care to purchase his self praise for the kind of jobs he does. We do be after FACTS. We do be after knowing some concern he has done a right job of it for. We do be after knowing what sort of inks he employs. We do be after being put hep to what kind of composition he deals in. And all suchlike.

This thing, to our notion, is but a stump speech for his kind of printing—the same kind of speech he would make to man on hitching post out in front of drygoods store. Of course, Walter will assert he does the finest sort of printing. And, of course, we will doubt it, as usual. Until, at least, we are put wise to some of his FACTS. He wants to sell some printing, doesn't he? Yep. Then, to be sure, he will go into ecstacies over his kind. It won't do for us. Every printerman, from Baltimore to Beersheba, will claim all that there sort of piffle. Piffle it is to us, too, until Mr. Printerman gets right close behind with some FACTS as to how he goes about it to do us a besser piece of work.

Figure No. 2

This was taken from an issue of The Odebolt News, of Iowa. It was sent us to hop onto if we could recognize a hop coming to it. We can't, at that, if the average newspaper's advertising is to be taken as a just criterion. Maybe it hain't; may it am. Let's see.

A newspaper is supposed to believe thoroly in the art of good advertising. Yet it runs its own advertisements, usually, in any little out-of-the-way corner of its sheet it can find at hand. Rarely, if ever, does it take out a space for itself and play in it right. They are generally the "left overs" that are used, you know.

It all looks suspicious-like for the paper, too. Makes it look as if it viewed advertising as a kind of side issue, so to speak it. It doesn't care to go to any expense, you see. It focuses down itself to some little out-of-the-way space that happens to be left it. That sort of thing will put a lot of faith into men who ought to use advertising, won't it? Nit, again. Don't you, yourself, get a kind of feeling when you see such things done? Don't you get a kind of feel that the newspaper, itself, doesn't believe much in using plenty of white space for its own ad? I do, that I know. So do you, to be frank. Don't you, now? Yes, siree, sir.

Save Money on sale advertising by using the expert service of the News.

Advertise your sale in the News and get the crowd

Figure No. 2

Were I an editor of a local newspaper, I would try to give my prospective clients good faith in advertising by showing a little of it, myself. I wouldn't think of such a thing as this forever using "left overs" for my own advertisements every time. My clients haven't access to these "left overs." They are not supposed to run their advertisements as an excuse only; they are supposed to run them for the good of it, sez I. Then, why in the name of the seven gods, shouldn't an editor do likewise? He should, at that.

Were I the editor of this Odebolt News, I would show my faith in all advertising by using a regular space. Once in a while, I would, at any rate. The constant appearance, or the interval appearance of it, would put new faith into my town merchants, I do believe you. They would, in time, come to look upon my appearances as a true sign of my faith in advertising.

Figure No. 3

Munroe & Southworth, Chicago, want you to either write them or send for a special representative with proofs.

It will be just like some kind soul to send for one of their special representatives, won't it? Why? Oh, just so he can talk them full of stuffinsky. Like the life insurance man, there's no argument to be put up against him, and so a man who really needs some printwork done

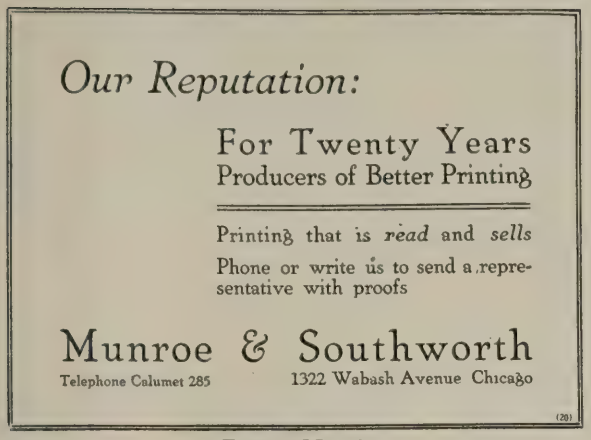

Our Reputation:
For Twenty Years
Producers of Better Printing
Printing that is read and sells
Phone or write us to send a representative with proofs
Munroe & Southworth
Telephone Calumet 285
1322 Wabash Avenue Chicago
(20)

Figure No. 3

will be very apt, I don't think you, to want him to sic himself on.

You see and I see that about every prospect for this firm's business is already hooked up with his own printerman. He wants to be weaned away, and yet he doesn't want to be. You understand. You've been there, maybe.

Long before Mr. Man will want to consider another printerman, he will want to know some truisms about what other printerman can do for him. Then when he gets an inkling, he will desire to know more—to see a special representative, possibly. Not till then, either.

There is not one lil thing here to make him anxious to kiow more about the firm's printwork, is there. Nope, sir. It merely tells him of "Printing that is read and sells" and "Phone for a special representative." In course, the company wishes him to 'phone. In course, it will promise him "printing that is read and sells." He has come to know that much of every printerman. For printerman wishes to sell him some printing, that's the reason for it.

There was a great plenty of white space here to be used, at that. The Munroe & Southworth people might have used it to say something real. They might have told their reading man what sort of paper they employ for their jobs this and that, what kind of printers they employ, what sort of makeready they believe in and do, and maybe—just maybe—a sample or so of their prices. Or better yet, they might have explained to their reading men that they put into their work the selling factors. They might have put him onto the fact that they will assist him on his copy work. They might have said something about right displays and layouts.

But they evidently forgot to do it that way.

What's the answer? This probably—they did not say one thing resigned to heat up a prospect a little bit. They failed to say one lil word calculated to make prospect look their way instead of his old way. They did not put any notion, at all, into his craw to make him think of quitting his present printerman.

It is publicity, pure and simple. That is not what a local printer is seeking, is it? Nope. He wants business—new business—right away. He wants direct business right away. Then, sir, he ought to go after it in a right way. He ought to put into the heads of his readers what they may expect from him. In so many words, too. He ought to draw down to a concrete instance or two. Give them facts and features of his kind of work, that's it. That's all of it, at that. Something calculated to make them think things afterward.

If there is anything here designed to put thoughtwork into a man's dome, tell me where she am.

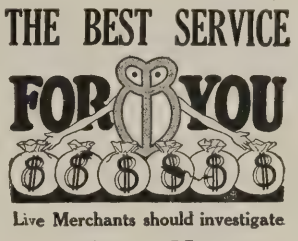


Figure No. 4

Who is she? The editor, probably. We can't tell yets. Who can? What's the thing advertised here, anyhow? We can't tell yets. Who can?

"The best service for you," and then follows a picture of a lot of bags of money. It looks kitosh, yes. We all of us want to annex as much of the hateful mazum as we possibly can, don't we? Yes, siree, sir. Show us, then, a good way to do it. Don't hide yourself away in the darksome places. Come out straight with it to us, sez we. For we really do want to be put onto where and how we can annex more of these here sort of bags.

People, these days, do not buy things just because somebody has asked them to buy things, no. And especially when that somebody keeps himself in the background where they have to grope and guess as to who he am.

"Live merchants should investigate," seems to evince that this advertisement was one of the printerman's. In other words, an advertisement of editor of paper.

Is he ashamed of his service? Is he afraid to come at us with factors about his service? Does he quake for fear we shall not read him if he makes his identity known? Or what? What, what? Pray you, tell us, please.

If a local paper has made money for its advertisers, there's certainly a reason for it. I'd be prone to tell of it then. And I'd tell the why of it, too. First, an honest-to-goodness business, then this paper's advertising columns.

WINNING PRINTING

EVERY enterprise today requires the use of catalogues or printed matter of some form. Through the agency of advertising literature, well gotten up, prospective customers are secured. The difference in cost between first-class printing and that which is common-place is so slight that an advertiser cannot afford to endanger success with indifferent work. Catalogues, booklets, or whatever it may be, must possess real merit to give prospective purchasers a true idea of the goods they would sell.

Designers and printers of high class advertising literature tell your story and show your merchandise in black and white, or in illustrations that reproduce material, color and texture so true to fact that the prospective customer can know as exactly what you have to sell as he would if you were dealing with him personally. They supply data for your story, designs for your illustrations, careful compilation and arrangement, artistic typography, unexcelled presswork, all in harmonious combination; in short, do Winning Printing, and the cost is, practically, below that of the common-place.

ALFRED R. GARDNER.

REVIEW OF JOB PRINTING

Address all communications to Alfred R. Gardner, 4610 Ravenswood Ave., Chicago, Ill.

ONE of the most attractive specimens which we have received in recent months is the T & T Imprint from Taylor & Taylor of 404 Mission St., San Francisco, a firm that is contributing its full share towards improving the quality of printing. The present issue is a booklet of 28 pages and cover, size 9 x 12½ inches. The cover which we are reproducing in our illustration (Fig. 1) is set in typefounders' material with the the exception of the monogram, which was designed by Frederic W. Goudy. This was printed in four impressions on tan-colored light-weight vellum stock; the border and ornaments are in gold, the text which is set in Forum type, is in black and the monogram dark brown and embossed. It is a beautiful example of what can be done by a good typographer with ordinary type, rule and ornaments.

The text pages are printed on offset stock of excellent quality; the title page and headings are set in Forum; the text of the leading articles in Kennerley Old Style, with head band and initials designed by Goudy. The text describing the exhibits is set in original Caslon Old Style. The insert showing the process work is printed on enameled paper.

Figure 5 is a reproduction of one of the text pages of this booklet. The heading is in Forum, the body in Kennerley with Goudy initial. The margins are excellent. Look at it carefully and see if you do not agree with us that it is of rare merit. There is only one thing of which we

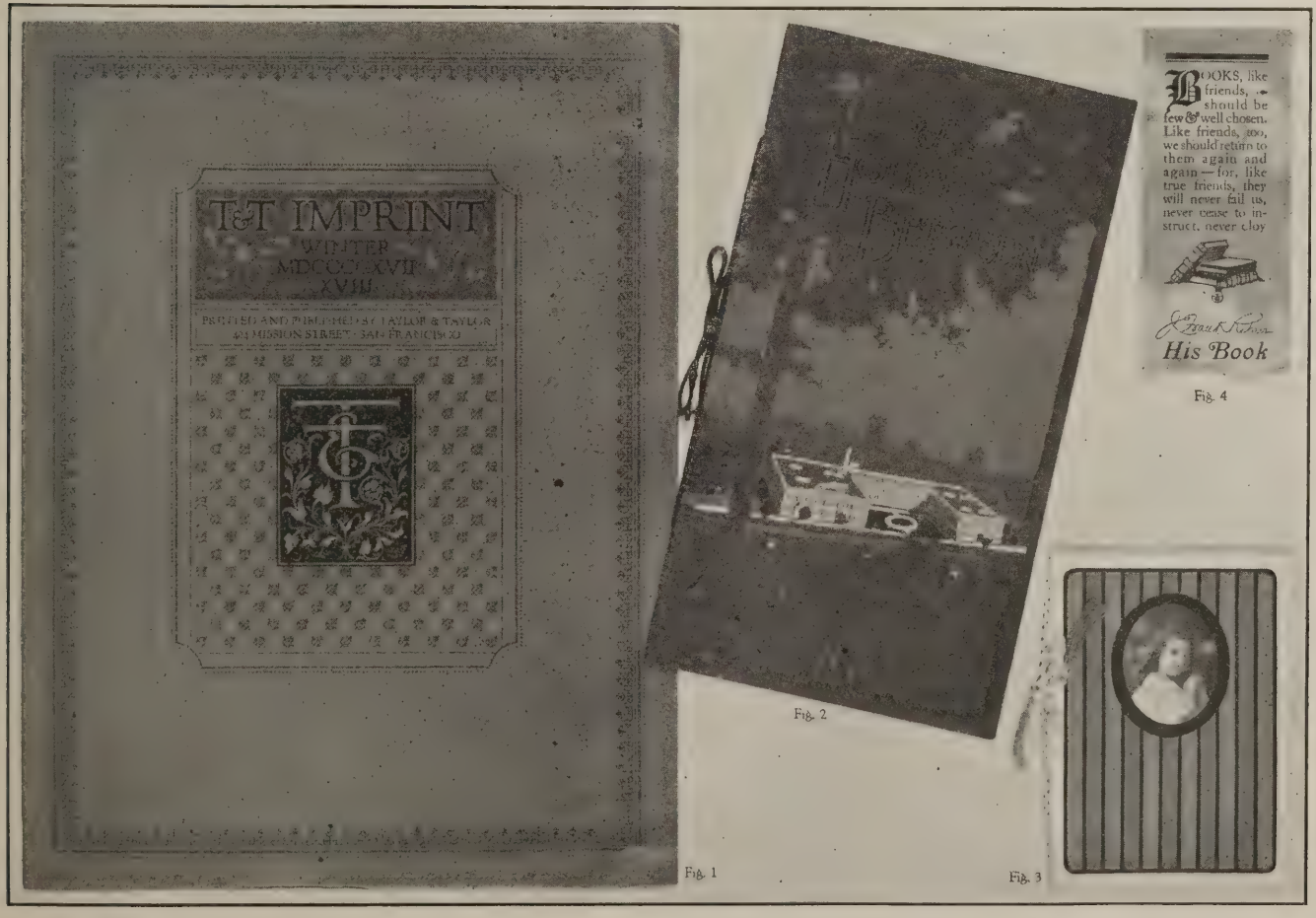

T&T IMPRINT
WINTER
MDCCCCXVII
XVIII
PRINTED AND PUBLISHED BY TAYLOR & TAYLOR
404 MISSION STREET · SAN FRANCISCO
BOOKS, like friends, should be few & well chosen. Like friends, too, we should return to them again and again — for, like true friends, they will never fail us, never cease to instruct, never cloy
His Book

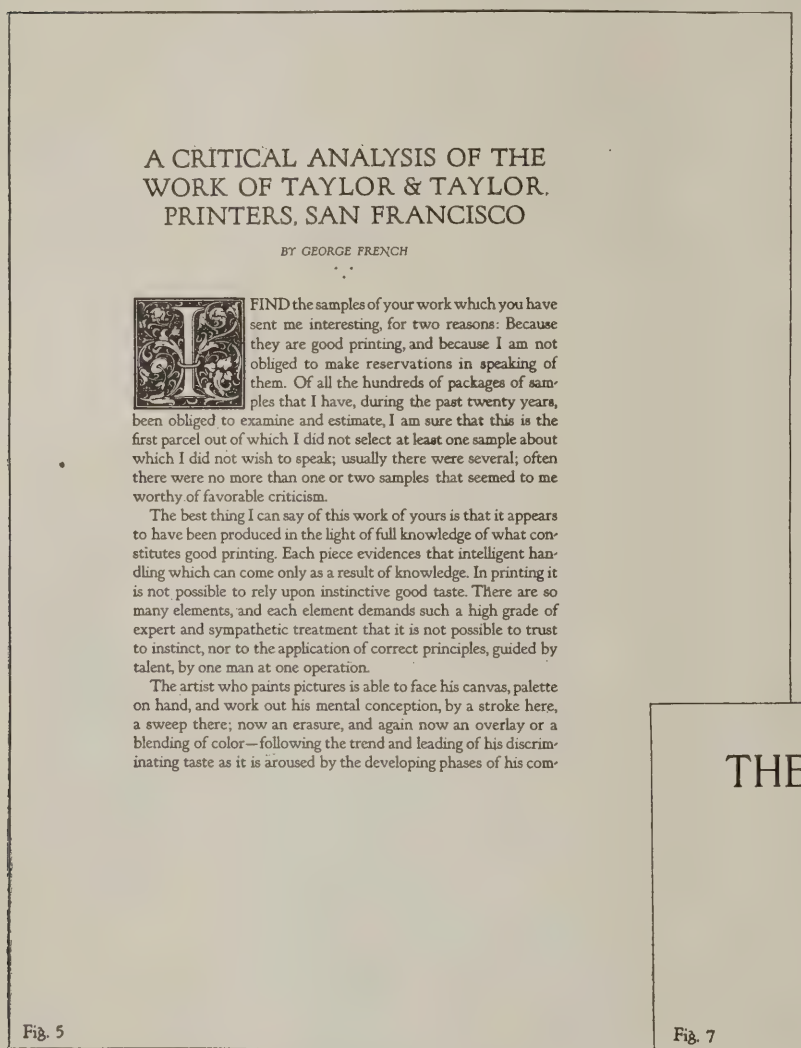
Fig. 1 Fig. 2 Fig. 3 Fig. 4

do not approve, and that is the unusual division of words for the sake of securing uniform justification. The last syllable in the third line of the second paragraph should have been carried to the next line. Also the last word on the page should not be divided if it can possibly be avoided and in this case it could be without seriously affecting the justification, as there are but two lines of the paragraph on the following page.

Illustration (Fig. 6) shows an invitation done by this firm. This is a four-page folder, size 5⅝ x 7½, only the first page of which was composition of jobs of this kind very difficult, yet in this case the type has been so chosen that it harmonizes exceedingly well with the central figure. The main line is in French Old Style, the small matter in Caslon.

✧ ✧

Don't waste your scraps, especially when they are cut from the better grades of stock. Fig. 4 shows a bookmark printed on some of this material. It is 2¼ x 5 inches in size, printed in red and black on gray stuff with the deckel showing at the bottom. This job was done by the Roy-



A CRITICAL ANALYSIS OF THE WORK OF TAYLOR & TAYLOR, PRINTERS, SAN FRANCISCO

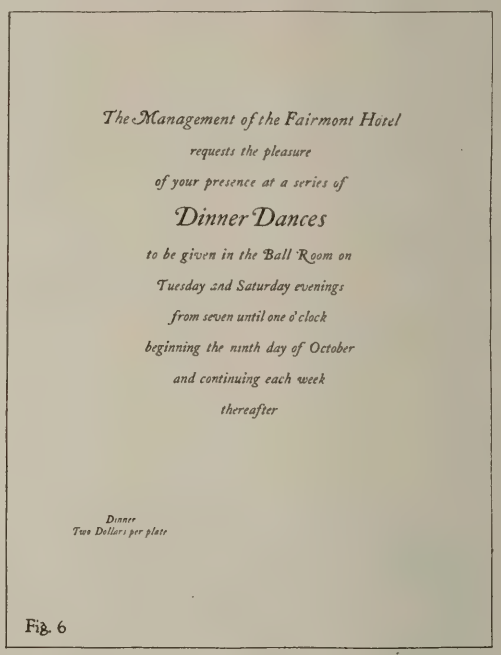
BY GEORGE FRENCH

I FIND the samples of your work which you have sent me interesting, for two reasons: Because they are good printing, and because I am not obliged to make reservations in speaking of them. Of all the hundreds of packages of samples that I have, during the past twenty years, been obliged to examine and estimate, I am sure that this is the first parcel out of which I did not select at least one sample about which I did not wish to speak; usually there were several; often there were no more than one or two samples that seemed to me worthy of favorable criticism.

The best thing I can say of this work of yours is that it appears to have been produced in the light of full knowledge of what constitutes good printing. Each piece evidences that intelligent handling which can come only as a result of knowledge. In printing it is not possible to rely upon instinctive good taste. There are so many elements, and each element demands such a high grade of expert and sympathetic treatment that it is not possible to trust to instinct, nor to the application of correct principles, guided by talent, by one man at one operation.

The artist who paints pictures is able to face his canvas, palette on hand, and work out his mental conception, by a stroke here, a sweep there; now an erasure, and again now an overlay or a blending of color—following the trend and leading of his discriminating taste as it is aroused by the developing phases of his com-

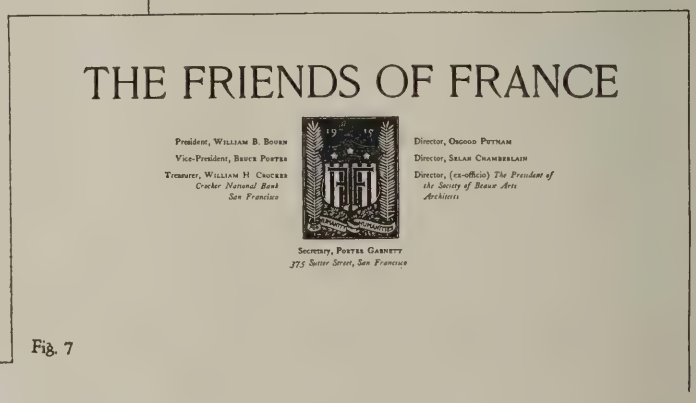
Fig. 5



The Management of the Fairmont Hotel
requests the pleasure
of your presence at a series of
Dinner Dances
to be given in the Ball Room on
Tuesday and Saturday evenings
from seven until one o'clock
beginning the ninth day of October
and continuing each week
thereafter

Dinner
Two Dollars per plate

Fig. 6



THE FRIENDS OF FRANCE

President, WILLIAM B. BOURN
Vice-President, BRUCE PORTER
Treasurer, WILLIAM H CROCKER
Crocker National Bank
San Francisco

Director, OGDEN PUTNAM
Director, SELAH CHAMBERLAIN
Director, (ex-officio) *The President of the Society of Beaux Arts Architects*

Secretary, PORTER GARNETT
375 Sutter Street, San Francisco

Fig. 7

printed. It is set in original Caslon italic, printed in black on high-grade machine-made paper with deckel edges, a deep plate marked border framing the type. This is a good example of how much more effective and dignified really good printing is when compared with the ordinary stereotyped copper plate engraving used for many affairs of this kind.

The letterhead shown in Fig. 7 is of more than ordinary merit; the large black cut making the crofters. Fig. 12 illustrates a page from one of the books turned out by the same shop. The text and head piece is in black, the rule borders in blue with a buff background for the initial. Size of page 5 x 7½ inches with deckel edge at side and bottom.

✧ ✧

A very interesting house booklet is "The House Between," by L. H. Jenkins, Inc., of Richmond, Va., edition book manufacturers.

This is a 32-page and cover job, size 5¼ x 9½ inches. We are showing the cover, the original of which was printed in four colors, in Fig. 2. The body of this booklet is printed on dull coated white stock in two colors, the text in black; the border with which is combined a head and a foot panel in light gray. The text is set in 12-point old style, the 6 point captions for the halftones in Antique caps. The cuts illustrate all departments of the plant from the office to the delivery trucks and together with the descriptive matter form a very interesting and well printed booklet.

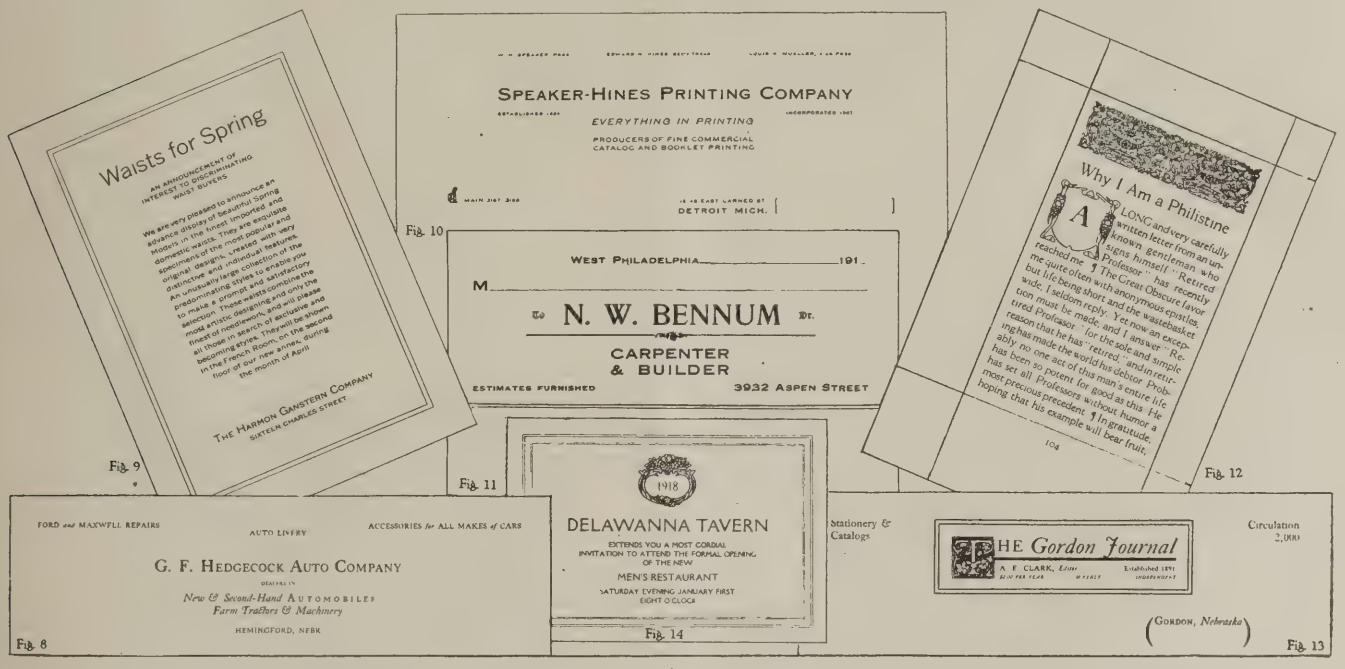
✧ ✧ ✧

Our illustration (Fig. 3) is selected from a lot of New Year cards sent by T. P. Thakor of The Praja Bandhu Printing Works, Ahmedabad, India. This shop gets out each year a large variety of cards, both in English and Gujerati, many of

essary to makers of war materials. The editorials by Charles E. Carpenter are far above the average found in house publications. The cover is printed in four colors, the body in black and the composition and press work are good.

✧ ✧ ✧

Recently the Wood, Nathan & Virkus Co. of New York sent to the trade a specimen book showing the Virkotype process of producing embossed, engraved and lithographed effects direct from type without the use of dies or plates. This book shows forty-two different announcements, invitations, letterheads, cards, etc., in one, two and three colors, all printed on stocks of appropriate size and quality and mounted on 60-lb. Keith Malchite Onyx Vellum finish cover. The entire work was set up in foundry type and required 352,000 impressions to produce.



which show a great deal of skill in the handling of the usual typefounders materials. The specimen illustrated is printed in gold and two tints, the gold being printed in two impressions to secure perfect fit around the oval. The halftone print is pasted on. Nearly all the work of this concern shows commendably good taste and mechanical ability. Mr. Thakor states that the war has caused almost an entire stoppage of supplies required for his work, but we notice the water mark on his letterhead reads "Made in U. S. A."

✧ ✧

Houghton's Herald for War Workers, published by E. F. Houghton & Co., of Philadelphia, is one of the interesting house organs which we receive. It is a booklet of twenty-four pages and cover containing technical information nec-

The different effects are obtained with the same machine by using different dusting compounds. Much of the work done by this process is superior to that which it is supposed to imitate. Particularly is this true of embossing small type where it is practically impossible to secure good results with dies. The effect of steel die work and copper plate engraving is also excellent and cannot be distinguished from the real thing except by those who are well acquainted with both processes. The machine required is comparatively inexpensive and the materials used few. The type used should be sharp and clear to secure the good press work which is necessary to success. The processed work sells for about double the price of ordinary printing. Printers who are looking for a way to improve the quality of their output should investigate.

Our Fig. 9 is a reproduction from a 5 x 7 folder, set in Monotone Gothic, printed in black on an ordinary press and embossed by the Virkotype process. It is an excellent example of Gothic display. Fig. 14 is another specimen of the same kind, set in Della Robbia with brass rule and foundry ornament, the latter being in gold, balance in black and all embossed.

✧ ✧

Fig. 11 shows a billhead done by the Peerless Printing Co., Philadelphia, from whom we have received samples, principally of small commercial and society work which show good taste in composition and ability to do good presswork.

✧ ✧

The letterheads shown in Figs. 8 and 13 are from George O. McCarthy of the Journal, Gordon, Neb., from whom we have received a bunch of samples that show quite a variety of work. The two specimens shown are chosen as being most appropriate for reproduction. No. 8 was printed in black and No. 13 in black with the initial and center rule in green. The typography and press work on most of this work shows good ability. We would like, however, to see the rules join a little better.

✧ ✧

The Speaker-Hines Printing Co., of Detroit sends a number of very interesting specimens for review this month, and one which should appeal to lovers of good printing is the Packard Inner Circle, for January, the first page of which contains Hubbard's "A Message to Garcia" set in Forum and Kinnerley Old Style. We are reproducing their letterhead in Fig. 10. This job is printed on offset bond with ornamental plate mark framing the type and raised rules beneath the name and red line. The line 'Everything in Printing" is in red, balance in black. A plain plate mark frames the letter space giving the job a very rich appearance.

✧ ✧

The Herbert C. May Company of Houston, Texas, recently sent to their trade a four-page mailing folder that illustrates very well the difference of quality in printing. The first page is printed in two colors showing good press work and excellent typography, with a legend in the lower corner:

"Above is how we wish to be represented. Inside is how we could have been misrepresented."

The third page contained practically the same matter, except the firm name, printed in typical slop-shop style and tipped on. Following is the copy for the front page:

Pat said to Mike, "You act so "damn" loud I can't hear what you talk," applies with as great force to other things. A man's dress, appearance and air of prosperity displayed in his place of business, the demeanor of his employes, the looks of his printed matter—all speak for or against him.

No matter how well the copy is written and prepared, if it is not dressed in keeping with the stability of the house, the message and the firm are discounted to that extent.

Possibly the reason some capable executives permit their house to be misrepresented by "cheap" printing is that the purchasing is left to another who is not aware of the great influence the dress of the message has upon its effectiveness, or that it may be a reflection upon the standing of the firm.

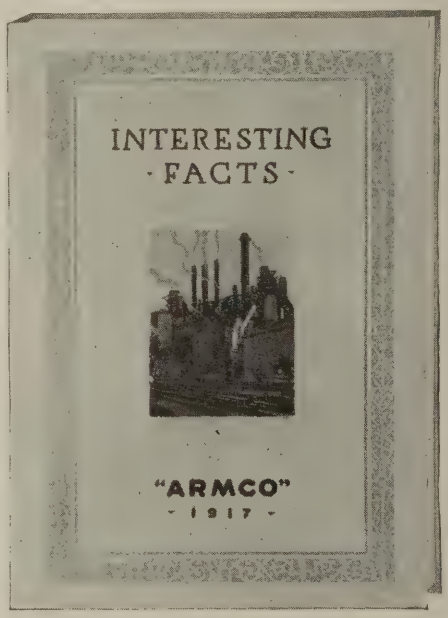
But the party receiving the message judges the firm by the cheap company it keeps.

✧ ✧

Recently we received a booklet illustrating a trip thru the Seybold Machine Company of Dayton, Ohio, prepared by the Sloman Advertising Co., which gives a very interesting and well illustrated description of the plant where Seybold paper cutting machinery is made. Typographically this is a very neat job and the color scheme is good but the press work is hardly up to the Seybold standard, altho good.

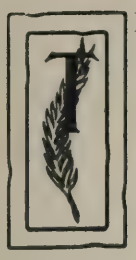
✧ ✧

One of the best specimens received this month is a booklet entitled, 'Interesting Facts" for the American Rolling Mill of Co., of Middletown, Ohio, and sent to us by the J. W. Butler Paper Co. It is a book of about eighty pages and cover, sewed and bound square with deckel edge on front, size of pages 7¾ x 10½ inches, printed on



Warren's Cameo Plate stock in three and four colors. The cover is single thick mouse-colored Antiquarian with lining sheet of same pasted down; cover printed in five colors, end sheet in one. The job is exceptionally well illustrated and the press work and typography good. The work was done by Reincke-Ellis Co., engravers and printers, Chicago.

NEXT CONVENTION OF N. E. A. TO HAVE MANY UNIQUE FEATURES



THERE will be many unique features in connection with the next Annual Convention of the National Editorial Association. The convention will hold session in two different cities and following the convention the editors will tour the State of Arkansas.

The convention will open in Little Rock on Monday, June 3, and after two days session will adjourn for the rest of the week to Hot Springs, where the remaining business sessions will be held during four days.

The Aviation Camp; one of the Army Cantonments; the only diamond mine on the Western Hemisphere; the largest peach orchard in the world; the famous hot springs of Arkansas; the biggest lumber mill in the United States, and a state "where fortune lurks around every corner," are some of the attractions offered the visitors to Arkansas by the local entertainment committee.

The tentative program outlined by the Arkansas Convention Committee, while not officially ratified at the time this was written by the officers of the National Association, indicates that there will be something doing every minute for the editors who will visit Arkansas next June.

The tentative program is as follows:

Monday, June 3—Little Rock, Ark.

9:30 A. M. Call to order at Hotel Marion Convention Hall by President H. C. Hotaling of Mapleton, Minn.

Invocation, Singing of "America."

Addresses of Welcome by Gov. Charles H. Brough of Arkansas; Mayor and Representative of Little Rock Board of Commerce.

Response by President Hotaling and T. L. Pound of Danville, Ark., president of the Arkansas Press Association.

Routine Business.

11:00 A. M. Reception by Governor at State Capitol.

Tuesday, June 4

Automobile tour of Pulaski and Lonoke County, over Rock Roads thru the great cotton and rice fields of Arkansas.

Luncheon at Clear Lake, England, Ark.

Inspection of Camp Eberts Aviation Field, Lonoke, Ark.

Supper at Lonoke, Ark.

Return to Little Rock at night.

Wednesday, June 5

9:30 A. M. Business Session at Hotel Marion.

Leave for Hot Springs, visiting en route greatest Aluminum mines in the world at Bauxite, Ark.

Arrive Hot Springs, 5 P. M.

Hot Springs, Ark., Thursday, June 6

8:30 A. M. Business Session at Arlington Hotel, Convention Hall.

Invocation, Addresses of Welcome and Responses.

1:30 P. M. Business Session.

8:00 P. M. Reception and Ball.

Friday, June 7

4:00 A. M. Endurance event for fat editors. Start for top of Hot Springs Mountain afoot for sunrise breakfast served by Hot Springs High School girls, including coffee, hot biscuit, bacon and other delicacies.

4:54 A. M. See the sun rise. An event in any editor's life. From the top of Hot Springs Mountain this is a wonderful sight.

5:30 A. M. Open Air Sing around camp fire. Trips up the elevators of the steel observation tower. Inspection of the world-famous hot springs with their radium-impregnated waters. These springs are rarely opened for public view, but everything in Hot Springs will be opened for the editors.

Tour thru Army and Navy Hospital.

9 A. M. Back to Hotel for rest and opportunity for second breakfast.

10:00 A. M. Business Session.

1:30 P. M. Business Session.

8 P. M. Editorial Surprise Frolic at Auditorium Theatre.

Saturday, June 8

9:30 A. M. Business Session.

Automobile, Horse and Ostrich Races at Famous Oak Lawn Race Track.

Sunday, June 9

Editors will fill pulpits of Hot Springs churches. Bath houses open for early hot plunge.

Monday, June 10

Leave in morning for week's tour of Arkansas. Visiting world's largest peach orchard, only diamond mine in Western Hemisphere, world's largest lumber mills and typical cotton industries and other interesting scenes.

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CHICAGO, ILLINOIS, MARCH 1918

OUR AIM AND PURPOSE

The National Printer-Journalist is devoted to the promulgation of information and suggestions that will make for better business in the printing and publishing industry. It seeks to make of the printer-publisher a better business man and of the employee a better workman, whose efforts will co-ordinate those of his superior in the attainment of more substantial success.

Its editorial policy is positively committed to the furtherance of the best interests of those engaged in the printing-publishing department of the graphic arts industry. The National Printer-Journalist seeks to correlate the activities of all associations which have a positive program for the advancement in the high calling of its members. It is determinedly committed to the fighting of iniquitious and harmful legislation. Unfettered by restrictions of any description, it is able to readily lend its influence for the advancement of that particular division of the great graphic arts industry whose interest it has served for a third of a century.

The influence of the German propaganda in Russia and Italy has caused those in authority here to become circumspect of the dangers, as well as the possibilities, in this great nation of diverse nationalities. The power of the press has been discounted except when the need of advocating the purchase of Government loans has been necessary. Newspaper and periodical editors and publishers are human and, tho they have given abundant evidence of their patriotism, it has been mixed with an amount of the alloy of dissatisfaction which has been short of the pure gold of unrestrained, enthusiastic support.

A changing sentiment in administrative circles is producing a most necessary response on the part of those who can mould the mental attitude of the nation. If the war is to be won for the freedom and the democratization of the races of earth, it will be only by the whole-souled participation of every man and woman in this broad land of plenty. Recent events compel the thoughtful to realize as never before that America must win the war. Every energy from this time forth must be devoted to the one purpose. Expression, whether spoken or printed, to the contrary, borders on treason.

Americans, whatever their land of birth, must do much more than their "bit." They must do their best—their uttermost. No other kind of action should be countenanced by the wielders of the pen and the controllers of the printing presses of the nation.

The tribute paid by the printing fraternity of the United States to Mr. Charles Francis of New York upon the occasion of his seventieth birthday deserves more than passing notice. It was an event of more than ordinary significance.

To have a gathering of six hundred fellow-artisans, many of them the recognized leaders in a great industry, tell, thru their spokesmen, how regardful they are of one's efforts in life, is not a common experience.

To memorialize a man while he is living, and may thrill with satisfaction at the plaudits of his fellows, has always been a most unusual occurrence, but in a day when the battles of commercial life partake more and more of the brutality of the greater and more horrible world-conflict, where nation is set against nation in mortal combat, each tearing to get at the other's throat, this event stands out in glorious effulgence.

Printers, employers and employes, the heads of great unions of workers, from whose ranks the honored septuagenarian sprung, customers of his printing office, leaders in State and National life,—all vied with each other in laying the fragrant flowers of honest appreciation into the great, kindly hands of a modern captain of industry.

The bronze replica, the cost of whose production was met by a popular subscription (which included the employes of Mr. Francis, as well as rivals in the marts of trade) in its silent reflection of his strong, manly features, may afford to the living master-printer a peculiar satisfaction that comes to few men as they slowly travel toward that land from whose bourne no traveler returns.

Among the mountain-top experiences of life, none will stand out in greater relief than this occasion when fellow craftsmen assembled from far and near, to pay their homage. Kings and potentates may wield their sceptres of power and demand their subjects to approach with bended knee and acknowledge obeisance, but the voluntary, enthusiastic rushing of men to crown a hero of an industry with laurels of praise, is unique in the annals of history. The reverential regard which the employed and master printers of the nation have for Mr. Charles Francis entitle him not only to the appellation of the Dean of American Printers but also to that of the Captain of the great Sixth (or is it Third?) Industry!

AMONG THE ASSOCIATIONS

IN UNITY IS STRENGTH

[Editorial Note.—Officers of all Press and Printers' organizations are urged to make regular use of this department.]

A SPIRIT of loyaty, cohesion and coöperation was apparent and uppermost in the proceedings of the fifty-second annual convention of the Minnesota Editorial Association, which was held in the Gold Room of the Radisson Hotel at Minneapolis on February 15th and 16th.

Loyalty to America ran through all the proceedings and found special expression in a night session of the association on February 15th, at which nothing was discussed but the great question of the time—making the world safe for democracy. Dr. Marion L. Burton, president of the University of Minnesota, was the principal orator. His oration, with the exception of a few references at the outset to the relationship between the press of Minnesota and the University of Minnesota, dwelt upon the international situation and he pointed out with great earnestness and skill the need of all of us applying ourselves to the big task before us and assiduously sticking to it until it is finished—and finished right.

A service flag with thirty-three stars was unveiled at the patriotic session, President Fred E. Hadley of the Winnebago Enterprise presiding. The unveiling speech was made by Chas. S. Mitchell of the Duluth "News-Tribune." He paid glowing tribute to the newspapermen and all others who are offering their all in order that freedom may live. In reference to the death in France a few days before of Corporal Walter Buckley, son of editor J. C. Buckley of the Delano "Eagle," who was seated on the rostrum, Mr. Mitchell elicited heartfelt applause when he said: "Nothing more enviable can be conceived than to go to France, to have died that government of the people here and in every country in the world may live. If we can give up life in the greatest opportunity the world ever offered, to have lived 1,000 years would not bring greater glory."

The Minnesota Editorial Association's service flag is entitled to be decorated with two gold oaken leaves, for there are two majors, Major Oliver Quane (St. Peter "Herald") commanding the machine gun battalion of the 68th Infantry Brigade at Camp Cody and Major Arthur M. Nelson (Fairmont "Sentinel") 68th Infantry Battalion, also at Camp Cody.

In his address to the editors assembled on the opening day, President Hadley also touched the loyalty idea in no uncertain manner. "The country press of Minnesota," he said, "is backing up the United States to the top of its strength. The liberty of the press is provided for in our constitution and every seditious yellow dog of a paper that is yelping at the suppression of that freedom at this time is making the error of mistaking freedom for license. We have been liberal, thank God, in the publicity we have given to all war measures, such as the Liberty Loan, Red Cross, Y. M. C. A., K. C. and all other efforts in which publicity can aid. Let us continue to be liberal, for no sacrifice we can make can ever equal the sacrifice of the keen, clean, upstanding American boys who have gone or are going overseas."

Pleasing features of the patriotic session of the Minnesota Editorial Association were the reading of an original war poem by the Association's poet-laureate, J. R. Landy of the Olivia "Times," and the singing, by Zuhrah Male Quartet, of the new national anthem, "America, My Country," which was composed shortly after the U. S. entered the war by Jens K. Grondahl of the Red Wing Republican.

Further demonstrations of the uncompromising Americism of Minnesota editors was given at the convention when on the second day the membership committee and the resolutions committee submitted their reports. The former recommended that if any members of the Association be found not up to the standard of forthright loyalty outlined by President Hadley, such members "be forthwith dropped from the rolls and that the executive committee be empowered to take the necessary steps" toward expulsion. The membership committee also recommended that the Association keep paid, during the period of the war, the membership dues of all the members who are now in service in the armed forces of the United States or may later enter that service. The resolutions committee, thru its chairman, George Ericson of the Spooner "Northern News," incorporated in its report the following paragraph:

"We especially deprecate the efforts of those who seek to camouflage themselves with the folds of Old Glory for purposes of profiteering, notoriety or political self-aggrandizement and at the same time heartily commend those who have so freely given of their time, service and property for the cause of our country and pledge our every effort to stamp out seditious and traitorous utterances in our midst, be it word or deed and we will use every lawful means to that end."

Finally, when the convention came to choosing its third vice-president, a step that is usually taken with considerable caution, for it is customary in the Minnesota Editorial Association for this official to work up to the position of president of the Association after three years, Harry Wheelock of "Wheelock's Weekly," Fergus Falls, elicited applause when he placed in nomination the name of H. E. Wheaton of the "Houston County Chief" at Hokah. "I have a particular reason for presenting Mr. Wheaton's name," said Editor Wheelock. "He is a staunch defender of Americanism in a pro-German community." Wheaton was thereupon nominated by acclamation. Other officers elected were: President, A. O. Moreaux of the Luverne "Herald"; first vice-president, Asa M. Wallace of the Sauk Center "Herald"; second vice-president, J. R. Landy of the Olivia "Times"; secretary, John E. Casey of the Jordan "Independent"; treasurer, H. C. Hotaling of the Mapleton "Enterprise"; executive committeemen: Will Wilke of Grey Eagle "Ga-

zette," for three years; Frank J. Meyst of Western Newspaper Union, Minneapolis for two years and L. S. Whitcomb of Albert Lea "Tribune" for one year.

The spirit of coöperation and cohesion was manifested in a striking way on the second day of the convention when, after hearing President Courtland Smith of the American Press Association, the convention voted unanimously to accept the Gold Medal Agreement. Mr. Smith's talk was a most patient, able and clear exposition of the case of the unorganized country press of America and the disadvantage of their position by reason of this very lack of cohesion and working together. He invited the publishers to get together on some form of agreement whereby they could work as a unit in approaching the general advertiser. He urged them to adopt the methods of approaching this business that had been so successfully adopted by the larger newspaper publications of the country and by the magazines. His candor and earnestness won his audience. He invited questioning and criticism. There followed a session in which the proposition was talked over from every angle, with the resultant decision that the newspapermen of Minnesota would coöperate, that they would not cut rates and on motion of Editor Wollen of the Glenwood Herald it was decided that the Minnesota Editorial Association will not henceforth regard with anything else than disfavor the publisher who will not tell the exact truth and only that, in regard to the circulation of his paper. The Gold Medal Agreement was endorsed.

The report of the Association's legislative committee, which was presented by Sam Y. Gordon of the Brown's Valley "Tribune," was another illustration of the growing coöperation among newspaper publishers of the North Star State and of the beneficial effects thereof. Mr. Gordon's report disclosed that at the 1917 Minnesota legislative session a whole flock of bills mysteriously appeared on the legislative calendar, all aiming at impairment of the revenues of the newspapermen thru curtailment of legal publication of long recognized worth, not only to the commonwealth but to the individual citizen. Primarily, however, these seemed to be spite-bills, aimed at cutting off the revenues of newspaper publishers and in some cases, under the specious plea of helping the dear taxpayer, disgruntled politicians sought to injure some editor by injuring all and the public as well. The legislative committee of the association got busy at once, intrenched itself at the Capitol with Gordon in command, sent out an appeal to the newspapermen of the entire state, which was loyally responded to and the net result was, that not one of the objectionable measures was enacted into law, but on the contrary Gordon and his fellow committeemen, John E. Kienitz and A. O. Moreaux, succeeded in enacting into law a very much desired measure providing for the official publication of the current personal property tax lists in January of each year. This measure will bring forth thousands and thousands of dollars of hidden property in each county for taxation purposes and thereby equalize the public burdens and increase the public revenues. At the same time it is a desirable bit of business that will be shared by nearly every publisher in Minnesota, for the new law provides that the publication of the personal property tax lists shall, so far as possible be made in legal newspapers located nearest to the respective taxation districts.

The annual reports of the secretary and treasurer also showed increased cohesion and effectiveness of organization among Minnesota publishers, for the Minnesota Editorial Association's membership enjoyed a net growth of more than sixty members during the year, bringing the total up to 348, the highest on record.

The report of chairman Hotaling of the necrology committee disclosed that no fewer than seventeen Minnesota editors passed on during the year, including the association's distinguished first vice-president, Hon. Farley Dare of the Walker "Pilot," and its beloved eighth president, Father B. B. Herbert of the National Printer-Journalist. The death list of the year is headed by the name of Marcus Cutter of the Thief River Falls "News-Press," who died soon after the 1917 convention. Others who joined the silent ranks were George N. Lamphere, a former president of the N. E. A., John S. Woolstencroft, once of the Jackson "Times," Wm. L. Abbott of the St. Paul "Enterprise," Smith B. Hall, a famous Minneapolis reporter and specialty writer; George Christopherson, who died in Wyoming; E. C. Detuncq, editor and Civil War veteran; J. W. Wilcox, Thos. G. Bolton, Chas. A. Kusba, Roger Vail, Wm. E. Talboys, A. F. Hlavacek, victim of a fatal automobile accident; John M. Boone, Fred W. Harting and A. A. McCarter.

The program of the two days convention included many excellent papers, speeches and discussions of interest and value ethically and financially. Among the good things on the list were:

"Newspaper Imperfections—Some Remedies Suggested," an able paper by A. F. Allen of the Sioux City, Iowa, "Journal."

"Why I want a Country Paper," by George Akerson, political writer for the Minneapolis "Tribune." The discussion on Mr. Akerson's paper was led by former Association president, Harry Wheelock.

Historian's Record, by L. C. Hodgson (Larry Ho) of St. Paul.

One Hour of Estimating, by W. T. Leyden of Winona. This hour was given over entirely to the job-printing end of country newspaper business and proved fruitful of good results.

"The Two Dollar a Year Rate," by A. M. Welles of the Worthington "Globe." Mr. Welles presented figures in support of his contention that it is actually costing him $3.80 per year to produce and mail a copy of the "Globe," a country weekly of eight to twelve pages. Will Y. Sanborn of Madelia "News" led in the discussion.

"A Confession," by Mrs. Allene Bayrell of the Wheaton "Traveler." Mrs. Bayrell's speech was an irresistibly and delightfully humorous bit of confidence in which she recited to a most appreciative audience all the troubles of a country publisher, especially when that publisher is a woman. At the end came the bright sunshine from behind the clouds with a showing of the rainbow that betokens the rise of a perfect day.

The Minnesota Editorial Association on the recommendation of a committee headed by Will Verity of the Wadena "Pioneer-Journal," decided to divide its membership into two classes, active and associate members, and to raise the annual dues from two to three dollars per year, instead of the rate heretofore prevailing, two dollars per year.

A matter of pride for Minnesota editors is that one of their number, H. C. Hotaling of the Mapleton "Enterprise," is the present President of the National Editorial Association. The Minnesota Association has joined the National Association en-bloc and a large delegation of editors from the Gopher State plan to attend the National meet at Little Rock.

Nebraska Press Association

The Nebraska Press Association has taken big strides forward on constructive lines for its advancement as an organization and for the benefit of the members the last two years. One step is to hold two meetings a year—one for business and the other of a social nature. The annual business session was held in Lincoln Friday and Saturday, February 22nd and 23rd, with headquarters for the members at the finest hotel in the city—the Lincoln Hotel, where sessions were held in the hotel auditorium.

Only two social affairs were held. The association swung into convention Thursday evening with a banquet at the Commercial Club, a social function tendered by that organization. The other social affair was a dinner Saturday in the garden room at the Lincoln Hotel tendered by Mr. Johnson, the manager.

The program at the Commercial Club consisted of half a dozen speeches, which survived the assault of the "wrecking crew," a group of editors who furnish comedy and vocal stunts on all occasions of this sort. The "wrecking crew's" best efforts were devoted to the wrecking of the speeches of the orators of the evening. The fun of the "wrecking crew" is of the nature of the famous Gridiron Club at Washington.

Ross L. Hammond of the Fremont Tribune, who spoke on, 'What I Saw in France," was the principal speaker at the Commercial Club banquet, and his story was one filled with the thrills and excited adventure, of the life on the western front.

The "wrecking crew" greeted Mr. Hammond with the following:

He's been most everywhere
And seen most everything,
From Italy to Germany and France,
And everywhere he sat
The king took off his hat,—
For he's Ross Hammond of the Tribune.

As he progressed with his remarks the tensity of the audience increased. The applause became sharper and more insistent, and when he reached his climax the entire company gave evidence of having gone thru a new emotional experience.

The "wrecking crew" was composed of the following: H. O. Ferguson, Lincoln, head wrecker; Frank E. Helvey, Lincoln, machinist; Apprentices: A. B. Wood, Gering; Will M. Maupin, York; D. C. Van Dusen, Blaire; Adam Breede, Hastings; Will C. Israel, Havelock; A. D. Scott, Edgar; Lee Metcalf, Lincoln; J. O. Goodwin, Omaha;G. S. Foxworthy, Lincoln; William Hyte, Lincoln, state manager.

At the dinner party in the garden room, while the editors dined, the time was used for prominent patriotic workers, as the Red Cross, the Liberty Loan, etc., to speak to the editors in behalf of the cause they represented.

Subjects discussed during the two days ranged from purely local questions to matters resulting from the effect of the war on the business. The association voted unanimously to assess each member 50 cents for the coming year, the money to go to the National Editorial Association and to form part of a fund to protect the newspaper publishers from exactions of the print-paper trust and to aid in furthering their interests in other ways. This action was taken following a statement by G. L. Caswell, field secretary of the Nebraska Press Association, in which he set forth the business advantages of such closer contact. Mr. Caswell said that the national association is now being organized with funds sufficient to secure adequate representation at Washington when the publishing interests are at stake. The national association had, he believed, saved the publishers millions by backing up the protest against print-paper prices before the federal trade commission. The same emphasis on the need of closer organization along business lines was marked in the annual address by the retiring president, Clark Perkins of Aurora.

The convention was patriotic to the core, but the keynote was that the war had made a tremendous call on the newspapers to provide space for publishing facts the Government desired spread before the people. In the face of increased costs for everything the publisher buys, he finds himself between two highly organized forces. On the one side are the manufacturers and jobbers who have so organized themselves that they assure substantial profits to themselves and whose prices are so uncannily similar in the face of fluctuating values. On the other side was the merchant, the banker, the lawyer, all working under profitable agreements among themselves, and even the farmer is guaranteed just recompense in raising crops and stock. But to the editor, the

C. B. CASS
Editor Ravenna, Neb. News.
President-Elect Nebraska Press Association.

CLARK PERKINS
Editor Aurora, Neb. Republican.
Retiring President Nebraska Press Association.

Government says, "Give us your space for our announcements," and GIVE the editor must, for the Government puts the matter up to him as a patriotic issue, and he has no other recourse, yet, to every other industry, which the Government employs, it pays, and pays well.

Edgar Howard of the Columbus Telegram, and lieutenant-governor of Nebraska, said the Nebraska country editor is evolving into the highest type of citizen, and is performing a greatly needed function with dignity and honor. The lieutenant-governor made an appeal for the establishment of a school of journalism at the state university.

The association went on record as declaring it to be the duty of the press to educate the people to a realization of the necessity of Americanizing the United States thru the banishment of foreign language teaching from the American grade schools, thru the enforced exclusive use of the language of this country in schools, churches, newspapers and in the courts, and thru such modifications of the naturalization laws as will give newly-made citizens some conception of the meaning of his oath.

Adam Breede of Hastings in his address, "War Emergency in the Newspaper Business," said that in the last

two years, due to the high cost of publishing, eighty-three newspapers, four of them dailies, had expired in Nebraska.

Two interesting events marked the closing hours. One was the presentation to the retiring president, Clark Perkins of the Aurora Republican, of a handsome gold watch. The presentation speech was made by Edgar Howard, and was particularly feeling and eloquent. He said that it was made as a token of affection for the friendship he had shown the members, and he wished him, in life's extremity, to place it to his ear and to realize that each tick was but the echo of the heartbeats of the many who held him in affection. Mr. Perkins made fitting reply, although so greatly surprised that he found it difficult to find words.

The other was the presentation to Frank E. Helvey, thru W. M. Maupin, of a gold watch fob as a token of the appreciation in which he was held for what he had done as chief fun-maker at association meetings. Mr. Helvey said he got more fun out of it than anybody else, but voiced his appreciation of the spirit which prompted the gift. He said it should have gone to a more untiring worker than he, G. S. Foxworthy of Lincoln.

The attendance was large. The next meeting, which is the summer social session, will be held at Omaha in June. An exhibit of a collection of pictures of the association since 1900 was made by G. S. Foxworthy.

The prizes for the best front pages of Nebraska weeklies went to the Nemaha County Republican, first, and the York Republican, second. The Havelock Post was third, the Ord Journal fourth and the Alliance Times fifth.

Election of Officers

The association elected the following officers: President, C. D. Cass, Ravenna News; vice-president, Will C. Israel, Havelock Post; corresponding secretary, A. D. Scott, Edgar Sun; treasurer, Frank O. Edgecombe, Geneva Signal. Mr. Cass was promoted, following precedent, from vice-president, and Mr. Israel will follow in his footsteps later. Mr. Scott and Mr. Edgecombe were re-elected.

* * *

Iowa Press Association

The third annual convention of the Iowa Press Association was held February 9th, 10th and 11th at Des Moines.

Frank Q. Ringer, secretary of the Nebraska Manufacturers' Association, gave an address on, "Manufacturing and Newspaper Interests." F. W. Beckman of the Department of Journalism, at Ames, gave a report on the results of a questionnaire sent out to ascertain newspaper and job prices.

A banquet was tendered by the Greater Des Moines Committee at the Chamberlain Hotel, the speakers for the evening being S. G. Goldthwaite, president of the association during 1917, Wilbur D. Nesbit of Chicago who has been chosen director of publicity for the Seventh Federal Reserve Bank District for the next Liberty Loan, and Mr. Davis of Des Moines.

Dean Walter Williams spoke at the Sunday morning meeting on the subject of, "Keeping the Faith in War Time." Sunday afternoon the association visited the National army cantonment at Camp Dodge.

President H. C. Hotaling of the National Editorial Association was the principal speaker Monday. He deplored the attitude of the Government in spending money for millions of expensive posters and ignoring the newspapers or expecting them to donate their space. He said in part:

"The newspapers have done their bit and much more, and yet the Government asks us to donate our advertising space—our bread and butter—altho Canada and other countries are paying for it. It is high time that the Government realizes that newspaper space is a commodity the same as iron or wheat."

The speaker urged the editors to stand by the national organization and assist in fighting the unjust system of zone postal rates.

During the closing session the association voted unanimously to join the N. E. A.

The following officers were elected for the ensuing year:

President, W. P. Wortman, Malvern Leader; vice-president, C. H. J. Mitchell, Storm Lake Pilot-Tribune; Recording Secretary, O. E. Hull, Leon Reporter; treasurer, Howard E. Moffett, Eldora Ledger; Director for three years, E. J. Feuling, New Hampton Tribune; director for one year to fill vacancy, Leon Brown, Des Moines Register and Tribune.

* * *

South Dakota Press Association

The winter meeting of the South Dakota Press Association was held at Mitchell, February 14th and 15th, with an attendance of about eighty members, who took part in the splendid program.

Resolutions were passed asking the Governor to call a special session of the Legislature in order to pass laws made necessary by war conditions, especially referring to controlling seditious elements and the collection of Red Cross and other like funds thru general taxation. The Government was also commended for its efforts in suppressing disloyal newspapers.

The following officers were elected: E. B. Yule, Alexandria Herald, president; M. M. Bennett, Yankton Herald, vice-president; I. D. Aldrich, Bigstone Headlight; second vice-president; "Dick" Hallady, Iroquois Chief, secretary-treasurer. W. C. Lusk of the Yankton Press and Dakotan, Glen Doty of the Doland Times, and C. W. Downey constitute the executive committee.

* * *

Kansas State Editorial Association

The annual meeting of the Kansas Editorial Association will be held in Wichita Friday and Saturday, May 10th and 11th, according to present arrangements.

* * *

Hoosier Daily League

A meeting of the Hoosier Daily League was held at Kokomo recently. The organization includes thirty-one daily newspapers of Indiana.

George D. Lindsay, editor of the Marion Chronicle and president of the League, presided. The newspaper men attending were: Walter H. Ball, Huntington Herald; Fred I. King, Wabash Plain Dealer; Walter S. Steele, Muncie Press; Charles J. Weer, Anderson Herald; W. O. Millinger, Chicago; W. R. Emslie, Logansport Pharos-Reporter; Morton Stults, Wabash Plain Dealer; W. W. Aikens, Franklin Star; R. H. Coate, Wabash Plain Dealer; E. B. Knight, Indianapolis; W. E. Garber, Madison Courier; Dean L. Barnhart, Rochester Sentinel; S. E. Boys, Plymouth Republican; John Dehaven, South Bend Tribune; Harry Sibbit, Elkhart Truth; H. M. Lynch and J. A. Kautz, Kokomo Tribune.

* * *

Wisconsin Patriotic Press Association MeetingPostPoned

The meeting of the Patriotic Press Association of

Wisconsin, which was to have been held in Milwaukee Wednesday, February 13th, was postponed because of the inability of Col. Roosevelt and Senator J. Hamilton Lewis, of Illinois, who were to have made addresses, to be present.

* * *

Third District Publishers' Association of Kansas

For what probably will be the first time in the history of Kansas, an editorial association from that state will hold a convention outside the borders of the state when the Third District Publishers' association meets jointly with the Ozark Press Ascociation in Joplin Friday and Saturday, June 7th and 8th.

A committee, composed of J. W. Brown of Marionville, T. H. Watters of Marshfield and Charles W. Fear of Joplin, representing the Ozark Press Association, and J. T. Moore of Pittsburgh and Herbert Cavaness of Chanute, Kansas, met in Joplin and in response to an invitation, in behalf of the chamber of commerce, decided to arrange for the joint convention.

Invitations will be sent to Dean Walter Williams of the Missouri University of Journalism, Governor E. W. Hoch, of Marion, Kansas, and George Creel, chairman of the committee on public information.

* * *

New Hampshire Weekly Publishers' Association

The mid-winter meeting of the New Hampshire Weekly Publishers' Association was held in Februrary at the American House, Boston.

The two principal speakers were Governor Henry W. Keyes and Courtland Smith, President of the American Press Association.

The following members were in attendance: E. W. Townsend, Salmon Falls Independent; C. O. Barney, Canaan Reporter; Willis McDuffee, Rochester Courier; George F. Mitchell, Pittsfield Union; O. H. Chase, formerly publisher of Newport Republican-Champion; W. B. Rotch, Milford Cabinet; A. B. Rotch, Milford Cabinet; F. Earl Thayer, Woodsville News; Arthur L. Morris, Littleton Courier; F. W. Crooker, Fitzwilliam Breeze; B. C. Snyder, North Conway Reporter; O. A. Towne, Franklin Journal; F. W. Prindle, Wolfeboro Granite State News; E. A. Rogers, Newport Argus-Spectator; C. H. Willis, Somersworth Free Press; W. B. Ranney, Penacook News-Letter; C. E. Caswell, Warren News; E. A. Chase, Plymouth Record; George J. Foster, Dover Democrat; Charles R. Jameson, White River Junction Landmark; S. H. Robie of Chelsea (Mass.) Record.

The executive committee consists of E. W. Townsend, president of the association; Charles G. Jenness, the efficient secretary of the association; A. G. Fish of the Kearsarge Times; Warner C. O. Barney of the Canaan Reporter and O. H. Chase.

* * *

Indiana Democratic Editorial Association

The annual meeting of the Indiana Democratic Editorial Association was held February 22nd.

Evansville was chosen as the place for the next meeting, which will probably be held some time in May.

Following are the newly elected officers: President, G. H. Hazen, Boonville; first vice-president, George Saunders, Bluffton; second vice-president, E. W. Pickharde, Huntingburg; secretary, W. L. Slinkard, Bloomfield; treasurer, John H. Heller. The following were elected members of the executive committee: Howard Rosa, Evansville; Lew M. O'Bannon, Corydon; A. N. Crecraft, Franklin; Charles J. Arnold, Greencastle; Walter S. Chambers, Newcastle; Fred Van Nuys, Indianapolis; Dale J. Crittenberger, Anderson; J. O. Behymer, Tipton; E. J. Steinbaugh, Kentland; E. E. Cox, Hartford City; L. G. Ellingham, Fort Wayne; J. B. Faulknor, Michigan City.

S. N. P. A. Increases Membership

A membership campaign put on by the Southern Newspaper Publishers' Association has resulted in an increase of membership from seventy to one hundred and ten.

In spite of the many activities of the association at the present time, the executive committee rightly feels that the work of recruiting should be kept up and, acting on instructions from President Bell, the secretary has inaugurated the second annual "Spring drive."

* * *

Idaho Wants Press Association

The newspapers of northern Idaho are agitating the question of forming a press association. There are now about fifty papers in the ten counties of the panhandle, which territory is entirely cut off from southern Idaho, and the majority of these publishers could meet at some central point at an average of five or six hours' travel each.

* * *

Southern Illinois Editorial Association

The Southern Illinois Editorial Association met Friday and Saturday, March 8th and 9th, at St. Louis.

* * *

Iowa College Press Association

The annual meeting of the Iowa College Press Association was held in Cedar Rapids March 8th and 9th.

The association is composed of fifteen college papers of the state and was organized a year ago. The convention was held last year at Colfax.

* * *

West Iowa Editorial Association

The semi-annual meeting of the West Iowa Editorial Association was held at Council Bluffs March 8th.

* * *

New Jersey State Press Association

The New Jersey State Press Association is one of the most recent bodies of newspaper publishers to join the National Editorial Association. The action was taken at a meeting of the executive committee to which the matter was referred, with power when presented at the mid-winter meeting by E. H. Tomlinson, of Morristown, a member of the Association and a Past-President of the National Association.

In his work last year as President of the N. E. A., Mr. Tomlinson's experiences convinced him that the joining together of all associations was absolutely essential to effectively protect the interests of publishers at Washington, and it was thru his efforts that the practical plan was devised that is lining up state and local associations so rapidly in the membership of the National Editorial Association.

Mr. Tomlinson gives it as his firm belief that there is nothing which newspaper publishers want and to which they are rightfully entitled which they cannot secure with persistency if they are thoroly organized—whether it be government or other national advertising, fair postal rates, a good postal service, or general fair treatment from the Government, Congress and all with whom they have dealings.

* * *

Wants National Editorial Association

Seattle is already bidding for the 1919 convention of the N. E. A.

National Editorial Association
Business Administration Department
Conducted by the President of the N. E. A.

IOWA, South Dakota and Nebraska State Editorial Associations are the latest to endorse the National Editorial Association work and enroll their entire membership as members of the National. We hope to include Kansas and Utah shortly. How is your State coming. Don't they want to help in this great practical work?

Detroit, Michigan, has an opportunity to secure the 1919 convention, but Seattle, Wash., is equally well located to take advantage of the same opportunity. We refer to the wonderful excursion into Canada that Minnesota expected to give last year. A word to the wise ought to be sufficient.

Past-President Geo. Hosmer has been busy with legislative matters in Washington. As chairman of the legislative committee he has given generously of his time for the good of the publishers of the country. Some more practical plans must be adopted at the Little Rock meeting to look after this important work. Every State in the union should plan to have representatives at the next National gathering which will be held at the Arkansas capital June 3rd and help to solve this serious problem.

One of the things your president wants most and finds hardest to obtain is the dates of coming editorial conventions. He would regard it as a special favor if notified of such gatherings sufficiently far in advance so that communications might be sent to the officers prior to the gathering or arrangements made to have some representative of the National present. Unless such information is at hand it is practically impossible to get in close touch with the various newspaper organizations of this great big country. This coöperation should be forthcoming without additional notice.

Secretary George Schlosser is now located at Wessington Springs, South Dakota, where he is now publishing the Republican. The change of address should be noted by those having business with the secretary's office.

Watch for announcements relative to the program at Little Rock. Some big things are under contemplation and the Arkansas people are thoroly alive to the importance of the gathering and can be relied upon to present the best features of the new south. Secretary Schlosser will have a preliminary announcement very shortly, giving hotel rates and some suggestions as to the local program.

Paper production has decreased the past month owing to coal restrictions and transportation problems. Look out for further advancements unless the big papers commence to cut down their Sunday issues and the remainder of us cut off dead heads and save every sheet of paper possible.

Newspapermen the country over are thoroly alarmed over the labor situation. They find they are bidding against each other for help and are going to quit it by placing girls on the Linotype machines. So many operators have entered the service that some such action is absolutely necessary to keep the wheels going around.

AMERICA SAFER FOR DEMOCRACY

The thoro democratizing of democratic America has been going on at a rapid pace and one of the most satisfying thoughts in connection with this country's preparations for making itself an entity in the great world war is that we are making democracy safer for ourselves. The making of the world safe for democracy impinges upon the manner in which we make it an ever-present, and always manifest, fact here at home. The leaven must of necessity be surcharged with stimulating action before its effects can pervade the whole lump.

The rubbing of shoulders by scions of wealth and the toilers from shops and factories, in the training camps, is welding the interests of all in a manner which would have been impossible under any other condition. The prejudices held by classes of men are being wiped out and a reflection upon these actualities cannot but sustain one's optimism, regardless of what other discouraging features of present history may manifest themselves with greater or less violence.

NEWS NOTES FROM THE UNITED TYPOTHETAE OF AMERICA

The Work of the Field Staff

THAT the members of the printing industry are feeling more keenly the need for Association work, is best evidenced by the constant demand for the services of the Field Staff of the United Typothetae of America.

Mr. Thos. W. McGlaughlin, who has centered his efforts in Oklahoma for many months, is now in Wichita, Kansas, engaged in making a survey of printing conditions. Mr. McGlaughlin participated in the big printers' meeting held there on February 22nd and 23rd.

Mr. Edward T. Miller has been making a survey of printing conditions in the Elkhart-South Bend district, which is resulting in the formation of a District, which is resulting in the formation of a District Typothetae for that territory. Thru Mr. Miller's efforts, in January, an Association with a local office and executive secretary is now doing splendid work in the Fort Wayne territory.

Mr. J. E. Hillenbrand has, in recent months, effected associations in Central California, and, according to the reports of printers there, the entire state is to be included in an aggressive organization program.

Mr. James J. Vance, who is well known to the printing trade, has recently been added to the staff of field men of the National Organization. Mr. Vance recently spent a number of days in Philadelphia, conferring with Mr. E. Lawrence Fell and Mr. Charles L. Kinsley of the Executive Committee of the United Typothetae of America, and Mr. Franklin W. Heath, Secretary of the Philadelphia Typothetae, in regard to his work in Eastern Pennsylvania, Mr. Vance is now engaged in organization work in Reading.

Head Accountant, F. W. Fillmore, was hastily called from Richmond, Virginia, where he was engaged in auditing and special cost work for members, to confer with the Committee on Education, Henry P. Porter, Chairman, Boston. Following his work with this Committee, Mr. Fillmore will begin a several months' contract in Nashville.

Bindery Production

In addition to having a knowledge of the hour cost of a department, it is essential to know the productive capacity of a machine or set of employes. This is particularly made manifest in these days of abnormal costs, and, as some printers report, a keener competition for available jobs. The National Office has spent thousands of dollars upon the subject of production, and will be very glad to send any printer who makes inquiry, full information and data.

Trade Customs

The National Office learns that several local associations have formally adopted the Trade Customs that are found upon the Standard Proposal Blank. These Trade Customs have not only been approved by the Executive Officers of the United Typothetae of America, but have been passed upon from a legal standpoint by its Council. Associations and groups of printers are urged to investigate these Trade Customs and forthwith adopt them as a protective measure for their locality. The National Office will gladly send samples of the Standard Proposal Blank which includes the Trade Customs.

Service Bureau

The many departments of assistance and services maintained at the National Office are performing their functions in accord with the hundreds of requests constantly being made by members. The calls for 1917, by the way, exceeded those of 1916 by 55%.

The Employment, Cost Finding and Accounting, Estimating, Fieldmen's Service, Order, and General Information Departments have been particularly well patronized. Every printer is invited to familiarize himself with this valuable feature of membership in the United Typothetae of America.

The Composite Statement for 1917

The returns from the membership covering annual statements of cost of production for 1917 are now reaching the National Office. Inquiries reveal an increased interest in the final compilation of this exhibit which will show the average costs of departments in a printing plant for last year. Because of the increased costs of labor and operating expenses, this statement which will be completed early this year, is looked forward to with unusual interest.

Standard Organization Manual

The National Office, thru its Secretary, Joseph A. Borden, has prepared a Manual intended for use by the Field Staff of Cost Men and Organizers of the United Typothetae of America. Advanced proofs, totaling well on to a hundred pages, have been placed in the hands of the members of the Executive Committee and also

local association Secretaries with the purpose of receiving from them constructive criticism and suggestions for final completion. This Manual comprehends the complete organizing of a community under the Three Year Plan, and already there are cities which have been favored with its application and that, with very splendid results. Printers in general will be interested to know that progress is being made in this direction, and that efforts of this kind are gradually becoming standardized.

Secretary on Eastern Trip

The Secretary of the United Typothetae of America, Joseph A. Borden, has just returned from a three weeks' eastern trip. Mr. Borden visited New York City, Providence, Boston and Philadelphia, primarily in the interest of the Three Year Plan.

The Educational Courses

The Standard Course in Estimating and the Standard Course in Salesmanship are engaging at this writing 265 men in the study of those fundamentals that underlie the correct method of estimating and selling printing. On the best of authority these Courses can be highly recommended to any one engaged in the printing industry who feels he has the foundation and necessary knowledge of the printing business to make either an estimator or salesman of printing.

Full information will be sent upon request by writing to the United Typothetae of America, Education Department, 608 S. Dearborn Street, Chicago, Ill.

Composite Statement for 1916

The Composite Statement of Cost of Departments for the year 1916 was about double in volume that of the preceding year. Each succeeding year the statements contain added and more valuable information. There has been considerable improvement in the uniformity of the individual statements of Cost received by the Commission. The statements were more complete and consequently of greater value. The individual reports received last year covered a wide range of plants as to volume of business.

13.3% represents plants totaling an expenditure for labor and all other expenditures except stock and outside purchases under $10,000 each.

32.4% represents plants totaling from $ 10,000 to $ 25,000 each.

22.4% represents plants totaling from $ 25,000 to $ 50,000 each.

17.1% represents plants totaling from $ 50,000 to $100,000 each.

08.3% represents plants totaling from $100,000 to $200,000 each.

02.4% represents plants totaling from $200,000 to $300,000 each.

03.3% represents plants totaling from $300,000 to $500,000 each.

00.8% represents plants totaling over $500,000.

Thus you will see that a very large percentage is represented in the small and medium-sized plants.

INCREASED CHARGES BY TYPE FOUNDERS

Altho scarcely to be described as unexpected, the further announcement of increased charges for type supplies is a very serious matter for the printer. The Associated Type Founders of Great Britain—Caslon & Co., Ltd., Messrs. Miller & Richard, and Stephenson, Blake & Co., Ltd.—under date of November 10, 1917—formally announce that owing to the continued increase in cost of production due to the war, invoices for goods ordered after this date will be surcharged, until further notice as follows:

Type, Borders, Ornaments, and all Spacing Material	50 per cent.
Brass Rule, 1, 1½, 2 and 3 point	100 " "
Brass Rule, larger bodies	50 " "
Wood Material	100 " "
Wood Letter	25 " "

These surcharges include those previously announced.

—The British Printer, January, 1918.

ENTERPRISE IN KANSAS

Mr. A. Q. Miller of the Belleville Telescope has been scanning the horizon at night, as well as by day, for contellations of bright and shining lights. Recently Mr. Miller discovered three star newspapers that had been illuminating spheres of influence and thought that the combining of rays would enable the performance of a greater service to the sunflower state.

Mr. Miller has bought the Narka News, Munden Press and Mahaska Leader, which added to the Agenda Times and Belleville Telescope, makes a list of five newspapers under his management.

Mr. Miller says: "Each of the newspapers will be continued in their several fields, with a local manager, covering in the usual way the local news, and in addition they will be given a county-wide news service, including the commissioner's proceedings, court news, county draft news, etc. We shall endeavor to keep up the standard of the papers, devote them to home interests and shall expect in return the coöperation of the several communities. They will be made all home-print hereafter and some other changes will be made."

Mr. Miller has been a subscriber to the National Printer-Journalist for twenty years.

OBITUARY

George E. Lincoln, Chicago Manager for the Mergenthaler Linotype Company, died suddenly in his office, February 18th. He had been in ill health for some time and died of uremic convulsions.

The decedent was born in Lancaster County, Pennsylvania, September 2, 1848.

After having been engaged in the printing business in various capacities, Mr. Lincoln associated himself with the Mergenthaler Linotype Company in 1886, as a salesman. When the decision was reached to open a Chicago agency, January 1, 1902, Mr. Lincoln was placed in charge, a position which he retained until the day of his death.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . .

SALESMEN, NOTE THIS!—A MONEY-MAKING SIDE LINE.—For Salesmen who represent manufacturers or supply houses. You will find quick, additional profit in coöperating with us. Our service helps hold good-will of old customers—makes friends of prospects, and adds to your income. Endorsed by firms and salesmen alike. Worth investigating. No samples. Mida's Trade-Mark Bureau, Est. 1889, Rand-McNally Building, Chicago, Ill.

NEWSPAPER PRESSES: — TWO REVOLUTION: Six Folio Miehle, Optimus & Huber. 7 Col. Folio Miehle; 6 & 7 Quarto Miehle; Huber; Century; Scott, etc. Send for lists. Wanner Machinery Co., 703 S. Dearborn St., Chicago.

A COLD SIMPLEX STEREOTYPING OUTFIT produces finest book and job plates, and type is not in danger of ruin by heat; also easy engraving method costing only $3.00 with materials, by which engraved plates are cast in stereo. metal from drawings on cardboard. ACME DRY-PROCESS STEREOTYPING.—A new process for fine job and book work. Matrices molded in a job press on special matrix boards. Easiest of all stereotyping processes. Catalog on receipt of two stamps. HENRY KAHRS, 240 E. 33d St., N. Y.

THE VAN BIBBER ROLLER CO., 426-428 Elm St., Cincinnati, will give you **the best rollers** that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

ENGRAVED Cards & Wedding Invitations

OUR PRICE LIST SHOWS 92 STYLES OF ENGRAVINGS FOR SOCIAL & BUSINESS PLATES AND DIES, GIVES PRICES ON CUTTING DIES AND EMBOSSING ALL COMPLETE SO YOU CAN EASILY FIGURE OUT YOUR ORDERS. ALL PRICES QUOTED ARE SUBJECT TO 40% DISCOUNT TO THE TRADE.

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New steels of the best cutting service known to mechanics.

Write for Circular No. 280

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Photo-Engravers' Machinery

Printers' Ready Reckoner

Shows at a glance the stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1,000 copies of a book in any form, from octavo to 32 mo, with other valuable tables. Fourth edition, enlarged. Price 50c.

NATIONAL PRINTER-JOURNALIST

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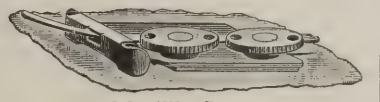

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As changes are made, and new officers elected, Secretaries will aid the cause of organized Association effort by sending the information to the NATIONAL PRINTER-JOURNALIST, the official organ of the National Editorial Association.

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Fourth District, J. L. Brady, Times-Record, Fort Smith; Fifth District, J. A. Livingston, Courier-Democrat, Russellville, Sixth District, Chas. Goslee, New-Era, Hot Springs; Seventh District, J. E. Gold, Telegraph, Washington.

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NEWS NOTES FROM THE UNITED TYPOTHETAE OF AMERICA

The Work of the Field Staff

HAT the members of the printing industry are feeling more keenly the need for Association work, is best evidenced by the constant demand for the services of the Field Staff of the United Typothetae of America.

Mr. Thos. W. McGlaughlin, who has centered his efforts in Oklahoma for many months, is now in Wichita, Kansas, engaged in making a survey of printing conditions. Mr. McGlaughlin participated in the big printers' meeting held there on February 22nd and 23rd.

Mr. Edward T. Miller has been making a survey of printing conditions in the Elkhart-South Bend district, which is resulting in the formation of a District, which is resulting in the formation of a District Typothetae for that territory. Thru Mr. Miller's efforts, in January, an Association with a local office and executive secretary is now doing splendid work in the Fort Wayne territory.

Mr. J. E. Hillenbrand has, in recent months, effected associations in Central California, and, according to the reports of printers there, the entire state is to be included in an aggressive organization program.

Mr. James J. Vance, who is well known to the printing trade, has recently been added to the staff of field men of the National Organization. Mr. Vance recently spent a number of days in Philadelphia, conferring with Mr. E. Lawrence Fell and Mr. Charles L. Kinsley of the Executive Committee of the United Typothetae of America, and Mr. Franklin W. Heath, Secretary of the Philadelphia Typothetae, in regard to his work in Eastern Pennsylvania, Mr. Vance is now engaged in organization work in Reading.

Head Accountant, F. W. Fillmore, was hastily called from Richmond, Virginia, where he was engaged in auditing and special cost work for members, to confer with the Committee on Education, Henry P. Porter, Chairman, Boston. Following his work with this Committee, Mr. Fillmore will begin a several months' contract in Nashville.

Bindery Production

In addition to having a knowledge of the hour cost of a department, it is essential to know the productive capacity of a machine or set of employes. This is particularly made manifest in these days of abnormal costs, and, as some printers report, a keener competition for available jobs. The National Office has spent thousands of dollars upon the subject of production, and will be very glad to send any printer who makes inquiry, full information and data.

Trade Customs

The National Office learns that several local associations have formally adopted the Trade Customs that are found upon the Standard Proposal Blank. These Trade Customs have not only been approved by the Executive Officers of the United Typothetae of America, but have been passed upon from a legal standpoint by its Council. Associations and groups of printers are urged to investigate these Trade Customs and forthwith adopt them as a protective measure for their locality. The National Office will gladly send samples of the Standard Proposal Blank which includes the Trade Customs.

Service Bureau

The many departments of assistance and services maintained at the National Office are performing their functions in accord with the hundreds of requests constantly being made by members. The calls for 1917, by the way, exceeded those of 1916 by 55%.

The Employment, Cost Finding and Accounting, Estimating, Fieldmen's Service, Order, and General Information Departments have been particularly well patronized. Every printer is invited to familiarize himself with this valuable feature of membership in the United Typothetae of America.

The Composite Statement for 1917

The returns from the membership covering annual statements of cost of production for 1917 are now reaching the National Office. Inquiries reveal an increased interest in the final compilation of this exhibit which will show the average costs of departments in a printing plant for last year. Because of the increased costs of labor and operating expenses, this statement which will be completed early this year, is looked forward to with unusual interest.

Standard Organization Manual

The National Office, thru its Secretary, Joseph A. Borden, has prepared a Manual intended for use by the Field Staff of Cost Men and Organizers of the United Typothetae of America. Advanced proofs, totaling well on to a hundred pages, have been placed in the hands of the members of the Executive Committee and also

local association Secretaries with the purpose of receiving from them constructive criticism and suggestions for final completion. This Manual comprehends the complete organizing of a community under the Three Year Plan, and already there are cities which have been favored with its application and that, with very splendid results. Printers in general will be interested to know that progress is being made in this direction, and that efforts of this kind are gradually becoming standardized.

Secretary on Eastern Trip

The Secretary of the United Typothetae of America, Joseph A. Borden, has just returned from a three weeks' eastern trip. Mr. Borden visited New York City, Providence, Boston and Philadelphia, primarily in the interest of the Three Year Plan.

The Educational Courses

The Standard Course in Estimating and the Standard Course in Salesmanship are engaging at this writing 265 men in the study of those fundamentals that underlie the correct method of estimating and selling printing. On the best of authority these Courses can be highly recommended to any one engaged in the printing industry who feels he has the foundation and necessary knowledge of the printing business to make either an estimator or salesman of printing.

Full information will be sent upon request by writing to the United Typothetae of America, Education Department, 608 S. Dearborn Street, Chicago, Ill.

Composite Statement for 1916

The Composite Statement of Cost of Departments for the year 1916 was about double in volume that of the preceding year. Each succeeding year the statements contain added and more valuable information. There has been considerable improvement in the uniformity of the individual statements of Cost received by the Commission. The statements were more complete and consequently of greater value. The individual reports received last year covered a wide range of plants as to volume of business.

13.3% represents plants totaling an expenditure for labor and all other expenditures except stock and outside purchases under $10,000 each.

32.4% represents plants totaling from $ 10,000 to $ 25,000 each.

22.4% represents plants totaling from $ 25,000 to $ 50,000 each.

17.1% represents plants totaling from $ 50,000 to $100,000 each.

08.3% represents plants totaling from $100,000 to $200,000 each.

02.4% represents plants totaling from $200,000 to $300,000 each.

03.3% represents plants totaling from $300,000 to $500,000 each.

00.8% represents plants totaling over $500,000.

Thus you will see that a very large percentage is represented in the small and medium-sized plants.

INCREASED CHARGES BY TYPE FOUNDERS

Altho scarcely to be described as unexpected, the further announcement of increased charges for type supplies is a very serious matter for the printer. The Associated Type Founders of Great Britain—Caslon & Co., Ltd., Messrs. Miller & Richard, and Stephenson, Blake & Co., Ltd.—under date of November 10, 1917—formally announce that owing to the continued increase in cost of production due to the war, invoices for goods ordered after this date will be surcharged, until further notice as follows:

Type, Borders, Ornaments, and all Spacing Material	50 per cent.
Brass Rule, 1, 1½, 2 and 3 point	100 " "
Brass Rule, larger bodies	50 " "
Wood Material	100 " "
Wood Letter	25 " "

These surcharges include those previously announced.

—The British Printer, January, 1918.

ENTERPRISE IN KANSAS

Mr. A. Q. Miller of the Belleville Telescope has been scanning the horizon at night, as well as by day, for contellations of bright and shining lights. Recently Mr. Miller discovered three star newspapers that had been illuminating spheres of influence and thought that the combining of rays would enable the performance of a greater service to the sunflower state.

Mr. Miller has bought the Narka News, Munden Press and Mahaska Leader, which added to the Agenda Times and Belleville Telescope, makes a list of five newspapers under his management.

Mr. Miller says: "Each of the newspapers will be continued in their several fields, with a local manager, covering in the usual way the local news, and in addition they will be given a county-wide news service, including the commissioner's proceedings, court news, county draft news, etc. We shall endeavor to keep up the standard of the papers, devote them to home interests and shall expect in return the coöperation of the several communities. They will be made all home-print hereafter and some other changes will be made."

Mr. Miller has been a subscriber to the National Printer-Journalist for twenty years.

OBITUARY

George E. Lincoln, Chicago Manager for the Mergenthaler Linotype Company, died suddenly in his office, February 18th. He had been in ill health for some time and died of uremic convulsions.

The decedent was born in Lancaster County, Pennsylvania, September 2, 1848.

After having been engaged in the printing business in various capacities, Mr. Lincoln associated himself with the Mergenthaler Linotype Company in 1886, as a salesman. When the decision was reached to open a Chicago agency, January 1, 1902, Mr. Lincoln was placed in charge, a position which he retained until the day of his death.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reachthis office not later than the 20th of the month preceding date of publication. Cash must accompany order . .

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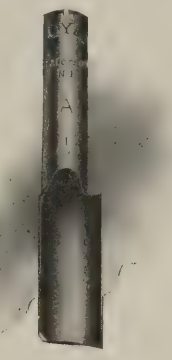

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VEST-POCKET MANUAL OF PRINTING. A full and concise explanation of all the technical points in the printing trade, for the use of the printer and his patrons. Contents: Punctuation; The Comma, Semicolon, Colon, Period, Note of Interrogation, Exclamation Mark, Hyphen, Marks of Parenthesis, Dash, Apostrophe—Capitalization—Style; The Use and Non-use of Figures, Abbreviations, Italicizing, Quotations—Marked Proof—Corrected Proof—Proofreaders' Marks—Make-up of a Book—Imposition and Sizes of Books—Sizes of the Untrimmed Leaf—Type Standard—Number of Words in a Square Inch—Relative Sizes of Type—Explanation of the Point System—Weight of Leads Required for Any Work—Number of Leads to the pound—To Print Consecutive Numbers—To Prevent Coated Paper from Peeling—Engraving and Illustrating—Definitions of the Principal Technical Terms Used in Fine Bookbinding—Relative Values of Bindings—Directions for Securing Copyright—Correct Sizes of Flat Writing Papers—Sizes of Ruled Paper—Regular Envelope Sizes—Standard Sizes of Newspapers—Leads for Newspapers—Newspaper Measurements—Imposition of Forms. Convenient vest-pocket size. Neatly bound in leather, round corners; 86 pages, 60 cents, postpaid.

CAMPSIE'S VEST POCKET ESTIMATE BOOK. This Estimate Book is so arranged it is next to impossible to make an error in estimating on printing. It is a system that has been in practical use in one of the largest and most successful printing plants in the country for years. It contains 27 pages of valuable information and suggestions, besides 108 pages for the use of the estimator. The size is 3½ x 6 and is intended to be carried in the vest pocket. The price of this valuable book is $1.00. Postage 5c extra.

PRACTICAL JOURNALISM. A Complete Handbook of Modern Newspaper Methods. By Edwin L. Shuman, Literary Editor of the Chicago Record-Herald. "He has produced a complete panoramic picture of the making of the modern newspaper, and everyone who has anything to do with the press will gain by reading his book."—Pittsburgh Gazette. (Illustrated. 12mo. Cloth, $1.25 net; by mail, $1.35.)

TALKS ON WRITING ENGLISH. Arlo Bates. One of the most helpful books concerning the essentials that make for success in newspaper writing. Crown 8vo. $1.50; by mail, $1.60.

THE AMERICAN HANDBOOK OF PRINTING. This book is intended to furnish a quick means of learning practical and historical facts about all departments of printing. There is gathered together a large quantity of interesting information and it is given teresely and without waste of words. It is just the book for the printer or advertising man wishing to obtain a general idea of the art and business of printing. One hundred type-faces are shown and explained. Compositors will be interested in the sixteen pages of typographic specimens in color, and pressmen will find useful the copyrighted chart for the harmony and mixing of inks. In these days of specializing the printer must get an all-around knowledge by other means than by actual experience. It is not attempted to tell everything about every subject, but just enough to give an understanding of the principles of each. 300 pages, 5¾x7¾, cloth, $2.00. Postage and packing 20c extra.

How to Find Costs in Printing.. By A. E. Davis, one of the few great authorities on this subject. Profit is what every follower of the printing business is looking for, but it cannot be figured until there are known costs upon which to base the calculation. Many printers hesitate to adopt a system by which actual cost can be determined because the subject seems a complicated one and they prefer to go under the old happy-go-lucky plan in order to save themeselves mental exertion. With the unprofitable work gradually shifting out of the establishments which have adopted cost systems to those not so equipped, however, the necessity of getting upon a proper business basis becomes apparent to all employing printers, and the study of costs cannot therefore longer be avoided. This book treats in a thoro yet simple and easily comprehensible way this most difficult phase of printing-office management. The author has had experience as workman, foreman and superintendent of printing plants, supplemented by several years as secretary of printers' organizations that conducted cost-finding investigations. He is peculiarly fitted to write on the subject. The extensive showing of diagrams required for cost-finding is particularly valuable. We believe the book to be the best available work of its kind. 128 pages, 5x7½, cloth. Price $1.50. Postage and packing 15c extra.

How to Make Money in the Printing Business. By Paul Nathan. Give value and "charge the price" might be answer to this question; but there is a very complete and comprehensive answer in Paul Nathan's book of 288 pages, bearing this title; and every progressive printer should own the volume. The book gives full details and information on the highest authority—experience. It tells how a man made money out of printing—a thing we all are anxious to do. You may think you are getting the proper profit out of your work, but you would know whether you were or not if you owned this book. There are facts and figures presented that will cause you to stop and think about this profit question. Every point is comprehensively considered for developing and successfully conducting a printing business on a money-making basis. Your equipment is not complete without this book. Send in your order now. Price, $3.00. Postage and packing 20c.

How to Make Type Talk. By Barnard J. Lewis. This is the BIG little book that Advertising Men, Printers and Buyers of printing all over the country are talking about and asking for. While concise and clean in its demonstrations, this book is the kind that can be read over and over again—each reading opening up a fresh and profitable vein of inspiration. It will suggest many new, striking effects in the planning of printed material. It will straighten many puzzling questions, old and new. It is no treatise on so-called "high-art" printing. It throws the clear, white light of simplicity on many heretofore complex and unattended "bread and butter" details. It is a Good-Business Book. Never in recent years has a book treating with the subject of Typographical Design and Lay-out received a greater measure of unqualified appreciation from men whose business success calls for the most effective use of Type—men who have backed their opinions with their dollars. Price $1.00. Add 10c for postage and packing.

Paper Making. By A. Watt. How many users of paper, who buy it by the ton year after after year, really know much about how it is made? A better knowledge of the subject would be a source of great satisfaction to many. Here's a book that tells all about it. Illustrated. Crown 8vo. $2.65

The Practical Typometre—Determines the size and style of body type for any Advertising, Job, Book or Catalog. Here's your time-saver—if you have to do with printing. The Typometre is worked out in such a practical manner that you get at a glance what you're after. It's as convenient to handle as a pica guage or agate measure—simply a Linen Bristol card that fits your vest pocket. Price, $1.00 postpaid.

Newspaper Writing & Editing. By W. G. Bleyer, Instructor in Journalism, University of Wisconsin. This book is intended to prepare the student for the kind of work which he is likely to do during the first years of his newspaper experience. It will serve as a textbook for a complete college course in practical journalism. Beginning with an account of how a newspaper is made, it takes the student, by instruction and practice work, thru every stage of newspaper making. In each chapter, explanation is supplemented by many examples and by material for practice work. The examples selected to illustrate these methods have been taken from newspapers in all parts of the country and are intended to represent the general practices now prevailing. To retain the newspaper form as far as possible, the examples have been printed between rules in column width, and in type actually used by newspapers, both for headlines and for news stories. Price, $1.65 postpaid.

Types of News Writing. By Willard Grosvenor Bleyer, Ph.D. This book furnishes students of journalism with a large collection of typical news stories. The teaching of journalism in colleges is now well established. The work is thoroly organized and good textbooks on the subject are sure to be in demand more and more. Heretofore, instructors have had to prepare their courses from such scattered material as might be found in current issues of newspapers and in the personal accounts of newspaper men. This book is the first systematic attempt to collect various stories, classify them, analyze them from the point of view of their material and of their construction, and, finally, group them under headings for purposes of study. It is thoroly practicable for courses in journalism in college, since it presents in compact form the newspaper stories which have been found best for study by the student of journalism. This book supplements *Newspaper Writing and Editing*, by Professor Bleyer, but can be used independently of it, especially in advanced courses in reporting. Aside from its value as a college textbook, it is offered as a handbook for newspaper workers. By means of the systematic classification and a carefully prepared index, they may turn to a particular case to find out what news to get, where to get it and how to present it effectively. Price, $1.50. Add 10c for postage and wrapping.

Selling Newspaper Space.. By Joseph E. Chasnoff, of the St. Louis Republic scores a bull's eye. It goes right down to the fundamentals of newspaper advertising, and shows how to build it up on a rock-bottom foundation. If your solicitors follow the guidance of this book, they can't go wrong. It takes super-salesmanship to sell newspaper space. The average merchant cannot be convinced that he is buying a tangible commodity. He considers advertising either a necessary expense or a gamble in which the odds are against him. How to overcome this prejudice of the merchant—how to get and hold new business—how to find prospects who should advertise and will if properly approached—all this and more the solicitor will learn from this book by a master newspaper man. Price$1.50. Add 10c for postage.

Typical Newspaper Stories. By H. F. Harrington. A book of recipes for the newspaper writer. A Chinaman would say of it, "Alle same like a cook book." That's what H. F. Harrington's new book, "Typical Newspaper Stories," is. The purpose of the book is to present typical newspaper stories that may serve as instructive guides. It accomplishes its purpose. There is always something to be learned about newspaper production. This book should be in every reporter's room in America. It will quicken anyone's writing instinct surprisingly. The price is $1.60, postpaid.

BOOKS ON SALESMANSHIP

(Personal and by Mail)

The Knack of Selling. The idea of "The Knack of Selling" was conceived in the midst of a busy career. It came out of the necessity of finding a method to train and keep productive a large number of salesmen. It is thoroly practical. What the Manual of Strategy is to a soldier, "The Knack of Selling" is to the salesman. It is *experience* analyzed, charted, explained—more experience than any one man can ever get by himself. No longer need a salesman *lose* sales to learn selling. No longer need you wait until you have stumbled over difficulties and pit-falls, to learn from lost orders the way around them. No longer need you wait until you have been tripped by the snags and fallen down in your sales, to learn how to clear them. No longer need you spend *your* years to get the experience that other salesmen have got before you. For here in "The Knack of Selling" whole years of experience in meeting, handling and winning out with men have been caught on a Moving Picture film, as it were, and every move, every word, every plan stripped clean and clear to the few simple, clear laws that lie back of every sale. In six (6) handy volumes. $3.00 per set. Add 25c for packing and postage.

Building Your Business by Mail.. This book contains an immense amount of valuable information on the subject of advertising. The style of its text has the "punch" of a real writer of advertising. It tells when, where and how to spend an advertising appropriation so that the greatest results will be obtained. The price of the book is $2.00. Add 15c for wrapping and postage.

Retail Selling and Store Management. By Paul H. Neystrom. It shows how salespeople may increase their abilities a hundred fold; how owners or managers may properly train their sales forces; how advertising may be made more effective; how leaks and wastes may be detected and eliminated; how cost accounting systems may be improved; how credits and collections should be handled; how the entire organization of a retail store from the management down to the delivery boys may be made more effective. The book is based upon the actual results accomplished in many successful retail businesses. Price, $2.10 postpaid.

Scientific Circulation Management. By William R. Scott. This book, by one who *knows*, contains an analysis of the basic principle of circulation management and the author reaches conclusions which, if adopted, would put many a newspaper property onto a permanent, paying basis. It contains examples and illustrative suggestions which any newspaper can follow to its decided advantage. Price, $2.00. Add 15c for postage.

NATIONAL PRINTER JOURNALIST

A JOURNAL for PRINTING and ALLIED TRADES

VOLUME THIRTY-SIX CHICAGO, ILLINOIS, APRIL 1918 NUMBER FOUR

CENSUS DIRECTOR ROGERS DISAGREES WITH MR. FRANCIS

By Sam L. Rogers, Director Department of Commerce, Bureau of the Census, Washington

Referring to your letter of March 26: I have read with a great deal of interest the article by Mr. Charles Francis in regard to the Census classification of the printing and publishing industry, and have found some difficulty in checking the figures he mentioned with those used in the tables compiled by this bureau.

One objection raised by Mr. Francis is to the inclusion of "Slaughtering and Meat-packing" in the comparative groups, the objection being that its chief raw material—animals—is a "product that belong to the farm and grazing ranch." But in the last analysis, do not all manufacturing processes go back to Nature for their foundations—whether classed as slaughtering and meat-packing, paper and printing, cotton goods, or lumber and timber products? They differ only in the extent to which the manufacturing processes are applied to the raw material to produce the finished article.

On the other hand, it has often been asserted that the printing and publishing industry should not be included among manufactures, because the chief part of the business is the preparation of manuscript, (writers, editors and reporters being included among the people employed), which ought to be disassociated from the mechanical part in order to make it comparable with manufacturing industries.

"Summing up the entire situation," writes Mr. Francis, "it is apparent that, since printing is made of paper and ink, it is absurd to classify the industry by robbing it of its chief constituent. It is like robbing Iron and Steel of its metallic content, or Lumber and Timber of its wood. In the case of Printing, there would be left only the ink." To this criticism, meant to apply either to the separate classifications or to the group, the answer is clear:

Mr. Francis has overlooked the fact that the cost of materials shown for the separate classifications of the printing and publishing industries includes the cost of all paper used, just as in the slaughtering and meat-packing industry the cost of animals is included; also, that in the broad group, "Paper and Printing," the value of the paper is not only shown once, but is duplicated—being given first in the cost of materials used by the various separate industries, and again as the value of products of the basic industry—paper and wood pulp. There is, of course, a similar duplication in the basic materials in the iron and steel group and in lumber and its remanufactures.

As the bureau has been careful to state in its publications, any classification or grouping of industries must necessarily be more or less arbitrary, and it is probable that no two persons, however well informed, would agree exactly as to the number of groups which should be made or to the proper assignment of every industry with respect to the groups established.

Chapter III of the Abstract of the last Census of Manufactures explains the Census classification of individual industries, and Table 5 shows the rank of the leading industries, not only with respect to value of products, but also with respect to number of wage-earners, cost of materials and value added by manufacturers.

In conclusion, I will state that the Census Bureau will be very glad to receive the criticisms of Mr. Francis or any other person interested in the industrial classifications, and to give them due consideration when the question of groupings and classifications is taken up in connection with the next quinquennial census of manufactures. The Census Office does not wish to do an injustice nor to perpetuate any injustice done to the importance of industrial groups.

(For Mr. Francis' reply, see page 225)

NATIONAL LEGISLATION CONCERNING THE WELFARE OF PRINTERS AND PUBLISHERS

By G. E. Hosmer, Chairman Legislative Committee, National Editorial Association

HEN the National Editorial Association went on record last July at Minneapolis in favor of the Federal Trade Commission taking control of and supervising the operation of the print paper mills in the United States and having a treaty with Canada whereby the Trade Commission would have control of the products of the Canadian mills shipped into this country, it did one of the wisest things that any convention ever did in the United States. While the measure has not yet become a law and may never be enacted, time has clearly demonstrated that in the interests of the public it should be done.

The Barnhart bill is now before Congress and every newspaperman in the United States should write his Congressmen and Senators, urging them to get behind it. This is becoming more necessary every day, for during the past week or two there have been several suggestions that the fuel administration may curtail the production of news print as a fuel saving necessity. The large newspapers of the country have already agreed to large savings in the supply of news print and everyone should be as careful as it is possible to be in this matter. Everyone who has had any experience can readily see that it would be very much better for the trade, not only the printers and publishers, but for the paper manufacturers as well, to have the operation of the print-paper mills of the country controlled by the Trade Commission than to have their product curtailed by order of the fuel administration at the request of the Council of National Defense, and the Council of National Defense, acting in conjunction with the fuel administration, has already suggested that it hopes, when the situation has been thoroly investigated by the newspaper associations, they will be able to suggest more radical action than the A. N. P. A. has already suggested and will conclude that further restrictions can be more thoroly enforced by some kind of an order. It, therefore, seems to me to be absolutely essential that every newspaperman in the country use every bit of influence that he has to have the Barnhart bill passed at once and the print paper mills of the country placed in the hands of the Federal Trade Commission.

Since my last article considerable evidence has been introduced in the Federal Trade Commission hearing in regard to print paper prices, but it is announced that no decision as to price will be made by the Trade body before May 1st. Another hearing will be held on April 22nd at which the final schedules of cost of production will be introduced. One thing that was brought out at the last hearing that is of immense interest to the publishers of the country is the fact that the International Paper Company, the largest producer of print paper, had made $53,000,000 profits since its establishment. It will be remembered that the International has been contending that it had been losing money for several years prior to the big advance that was made in 1916 and 1917.

As to legislative matters, in addition to the Barnhart bill, it is very important that the post-office rate provision which was inserted in the revenue bill last year, be amended so as to make all parts of a newspaper carry the same rate of postage. The provision, which goes into effect July 1st, provides for a different rate on the advertising carried in the publication than on the reading matter and will undoubtedly be a source of great annoyance, not only to the publishers but to the postmasters of the country as soon as it goes into effect.

I believe that the action taken by the National Editorial Association recommending a zone system with a graduated rate of postage for all second-class mail is the proper solution and that there should be no advance in papers carried for the first 300 miles, then the rate should be increased and gradually increased in each zone so that the Government would get the cost, or somewhere near the cost, of carrying the newspaper to their destination, but the present plan, which is a hodge-podge agreed to in conference, should be amended or operation of the law postponed until a properly considered bill can be passed. We believe the Postmaster-General would be perfectly satisfied with such a provision as was proposed by Senator McKellar of Tennessee and at one time, during the consideration of the revenue bill, approved by the U. S. Senate. The newspapers cannot consistently demand that the old 1c a pound rate for any place in the United States should be continued for any length of time, but

(Continued on page 232)

REVIEW OF JOB PRINTING

Address all communications to Alfred R. Gardner, 4610 Ravenswood Ave., Chicago, Ill.

TITLE and cover pages have a special attraction for compositors, and quite properly, for they form an introduction to what follows, and if they do not put up a good appearance the effect of what may otherwise be a very creditable job is sometimes lost. In the specimens reproduced in Figures 15, 16 and 17 we are showing three good examples. The first is by the students of the printing department of the Allentown (Pa.) High School; the second by those of the East Technical High School of Cleveland, Ohio, and the third by the Eau Claire Book & Stationery Co., Eau Claire, Wis. These were all printed in black and white, practically 6 x 9 inches in size.

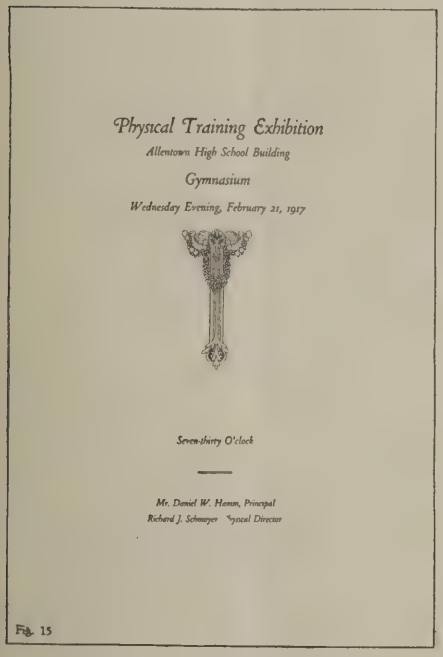


Fig. 15

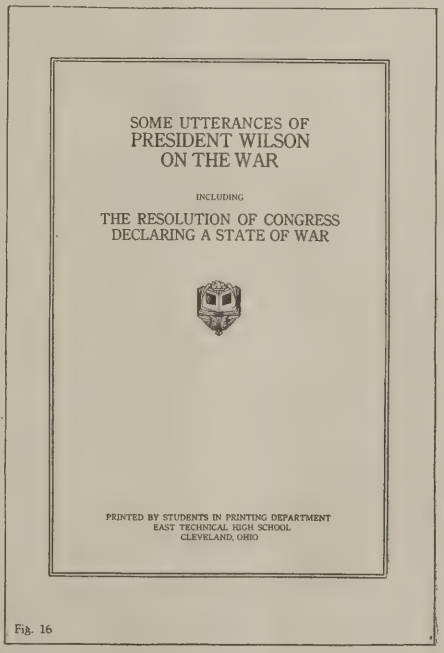


Fig. 16

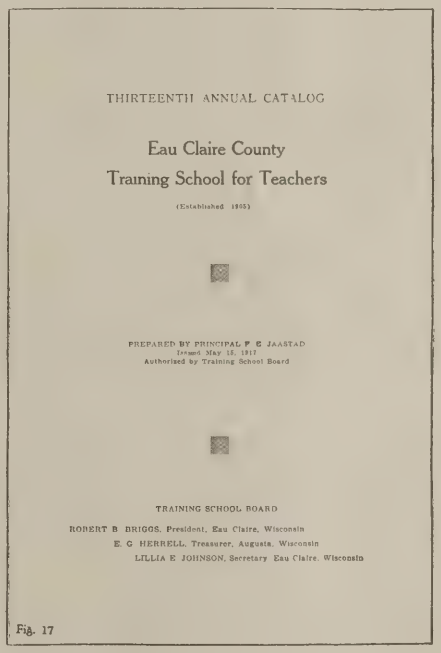

THIRTEENTH ANNUAL CATALOG
Eau Claire County
Training School for Teachers
(Established 1903)
PREPARED BY PRINCIPAL F. C. JAASTAD
Issued May 15, 1917
Authorized by Training School Board
TRAINING SCHOOL BOARD
ROBERT B. BRIGGS, President, Eau Claire, Wisconsin
E. G. HERRELL, Treasurer, Augusta, Wisconsin
LILLIA E. JOHNSON, Secretary Eau Claire, Wisconsin
Fig. 17

Fig. 15 represents the first page of a four-page program, and while the composition is good the writer would prefer to see the first line slightly larger. The ornament could also be shorter. This would make it advisable to raise the line "Seven-thirty O'clock" and also to reset the last two lines in type one size larger. The dash is unnecessary. If reset as we have indicated, but using the same ornament, the page would be quite a little wider and some longer and would more nearly fit the stock. The ornament is entirely too prominent as the job stands at present. If the ornament was omitted entirely and the date and hour grouped about where the center of the ornament now is, leaving the balance of the job as it stands but without the dash, it would look better, altho it would not be satisfactory to a great many who expect something ornamental on every job.

Fig. 16 is a reproduction from the cover and title page of a 32-page booklet. It seems to us that the most important words in this title, "President Wilson on the War," should be in type one size larger. There should also be more space between the first and second lines. In its present form the real title is not sufficiently prominent to get the reader's eye at first glance.

The title page shown in Fig. 17, is from a 48 pp. school catalogue on which the typography and presswork are excellent, but we do not like this page. It appears to be weak. If the second and third lines were one size larger it would look much better. It might also be well, since

Bookman is used as a display letter in the body of the book to use it on the cover also. This, however, is a matter of personal taste, as either letter is appropriate.

Quite often type is not made in a sufficient range of sizes to permit its being used successfully for title pages, but I think the series used in these illustrations will permit the changes outlined with good results.

* * *

"The Village Beautiful" is the subject of a very neat 16-page and cover booklet gotten out by the Connecticut Mills Co. of Danielson, Conn., to show the attractions of the town for mill operatives. The book is 6 x 10½ inches in size; cover printed in four colors on gray stock, inside printed in two colors on India tint enameled paper. The job is well illustrated and the typography and presswork good. Our illustration (Figs. 1 and 2), show the cover and an inside page of this booklet.

* * *

"Putting Magic into the Ink" makes a good appeal to advertisers and no doubt printers will look at our Fig. 3 the second time. It is from the first page of a small folder by the Artprint Service Corporation of New York, and while something of a freak is quite attractive. The text matter is good. It is printed in black, yellow and blue on white stock, the splash of ink runs across the lower portion of all the pages, making a catchy ornament. Ordinarily we do not approve of advertising literature of this character, but this specimen is so out of the ordinary that it appears well worthy of notice.

* * *

We are illustrating in Fig. 4 a scheme which printers in many places might find profitable. This is an eight-page folder by the Davis Press of Worcester, Mass.; size of pages 3⅛ x 6⅛ inches, printed in blue and black. The black is made at one impression from double print halftones. Seven different firms are represented on the folder which may be sold on a coöperative basis. This is the third of a series gotten out by this firm, all of which have been excellent examples of printing and engraving. Our illustration shows the outside half of the folder only.

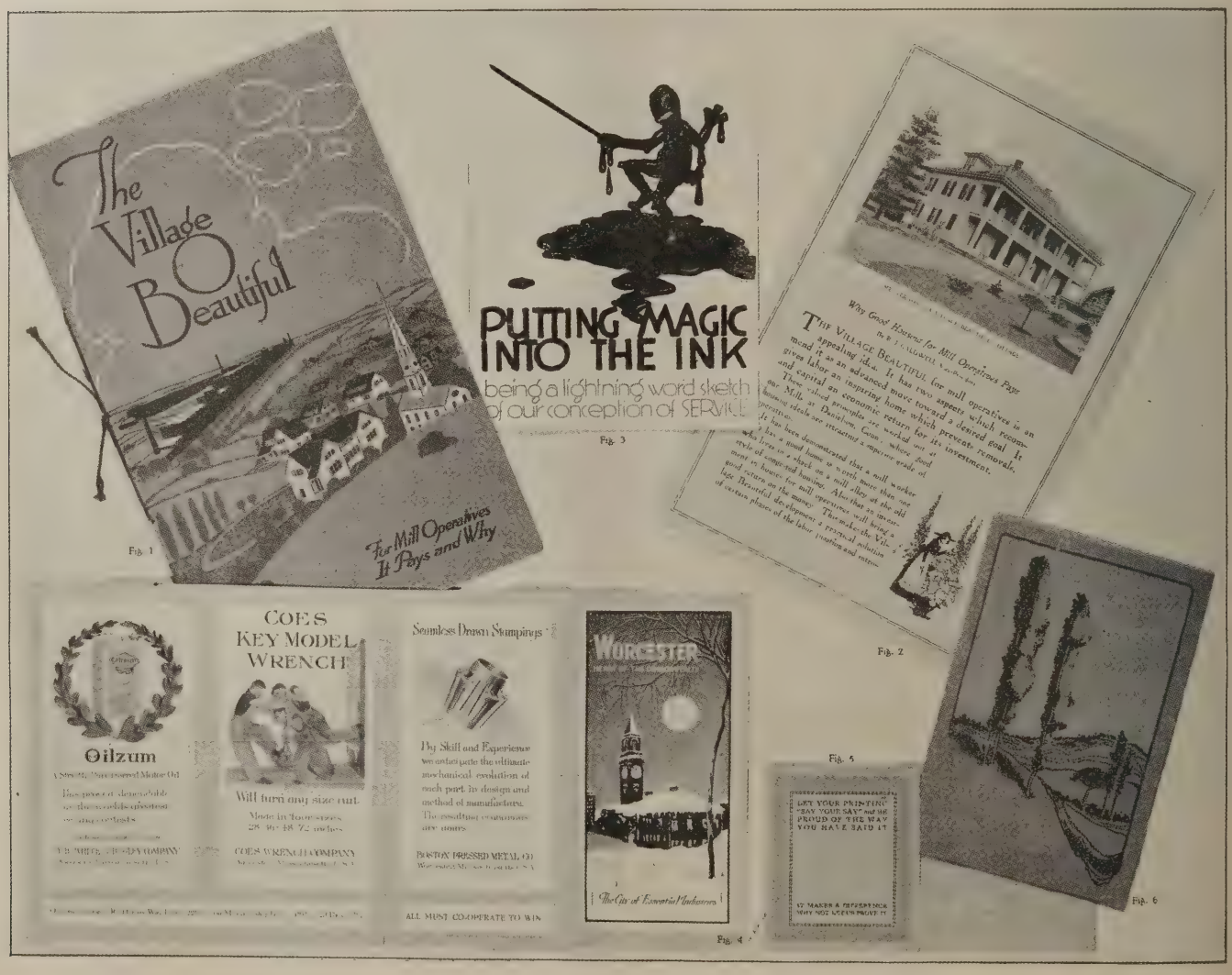

The Village Beautiful
For Mill Operatives It Pays and Why
Fig. 1
PUTTING MAGIC INTO THE INK
being a lightning word sketch of our conception of SERVICE
Fig. 3
Why Good Housing for Mill Operatives Pays
THE VILLAGE BEAUTIFUL for mill operatives is an appealing idea. It has two aspects which recommend it as an advanced move toward a desired goal. It gives labor an inspiring home which prevents removals, and capital an economic return for its investment.
Fig. 2
Oilzum
COES KEY MODEL WRENCH
Will turn any size nut
Seamless Drawn Stampings
By Skill and Experience
WORCESTER
The City of Essential Industries
Fig. 4
LET YOUR PRINTING "SAY YOUR SAY" AND BE PROUD OF THE WAY YOU HAVE SAID IT
Fig. 5
Fig. 6

Fig. 5 shows a small folder by the Spencer-Williamson Printing Company of Des Moines, Iowa, from whom we have received a number of samples showing good work. This folder, which is evidently on waste stock, is 3⅛ x 14 inches in size, folded to 3⅛ x 5¾, with the flap or title 2⅝ x 3⅛ inches; which is printed in three colors, gray, orange and black.

* * *

The specimen illustrated in Fig. 6 is a 4 x 6, four-page folder by the A. W. McCloy Co., of Pittsburgh, Pa., printed in black and blue on olive-gray stock. This firm gets out some very attractive advertising literature, in which the typography and presswork is excellent. The following quotation from this folder is worthy of mention:

"A little distinctiveness in a sheet of paper, a little color used judiciously, and a good face of type arranged carefully—these are the details which make your advertising better.

If you are going to use advertising folders or booklets, remember that only the fittest survive the sorting of the mail—and then let us print a "survivor."

* * *

Some time ago we received several specimens from P. E. Krieble of the Ravenna Republican, Ravenna, Ohio, among which was The Speedometer, a 48-page and cover booklet showing the activities of the Portage County Public Schools. This pamphlet is 7¾ x 10½ inches in size, printed on enameled stock, with brown cover of excellent quality printed in dark brown from hand-lettered plate and with an embossed border framing the text. The composition, makeup and presswork on the job is exceptionally well done for work of this character. The illustrations are well chosen and well printed and the drawings, evidently done by scholars of the schools, show considerable artistic ability.

Just for the purpose of criticism and to show how slight changes may improve composition we have chosen four advertisements from this publication for reproduction in our illustrations, Figures 7 to 14, inclusive. The first four being exact reproductions (except for size, the originals being 26½ x 36½ picas) and the second four showing the same ads after being doctored.

The Wileman and Second National Bank ads have been respaced only. In Fig. 12 the first line has been raised six points and the last line lowered twelve points, while the panel above has been lowered about six points. In Fig. 14 we have lowered the last line twelve points, enabling us to give more pronounced grouping

J. G. DOLE & SON
122 N. CHESTNUT ST., RAVENNA
ARE GOOD
TINNERS
MAKE ANYTHING YOU NEED MADE OUT OF SHEET METAL
AUTO RADIATORS REPAIRED
BRING THEM IN WE CAN REPAIR THEM THE SAME DAY
J. G. DOLE & SON
122 N. CHESTNUT ST., RAVENNA, O.

Fig. 7

D. K. WILEMAN
DEALER IN FARM IMPLEMENTS
AND POTATOES
MOLINE TRACTORS. STUDEBAKER BUGGIES
SHARPLESS CREAM SEPARATORS. INDIANA
SILOS. SUPERIOR DRILLS
CLEVELAND ROAD RAVENNA, O.

Fig. 8

Second National Bank
RAVENNA, OHIO
Capital $150,000 Surplus and Profits $150,000
Total Assets $2,000,000
Oldest and largest Bank in Portage County.
Four Percent Paid Upon Savings Deposits.
Your business is solicited.
F. H. CARNAHAN, Cashier. C. G. BENTLEY, President

Fig. 10

Established 1830 TWICE-A-WEEK $1.50 a Year
The Ravenna Republican
PUBLISHED MONDAYS AND THURSDAYS
Reaches by Far More Homes in Portage County Than
Any Other Newspaper
COMMERCIAL PRINTING
A Modernly Equipped Printing Plant in Connection

Fig. 9

to the matter above. The Dole & Son ad we have reset as shown in Fig. 11, omitting the last two lines, which are a repetition, and so making it conform more nearly to the general style of the book. It also permits the use of larger letters and better grouping which we think improves the appearance. In Fig. 13 we have raised the upper portion of the ad fourteen and twenty-four points and set the last two lines in larger type, also lowering them. This gives

J. G. DOLE & SON

122 N. CHESTNUT ST., RAVENNA

GOOD TINNERS

MAKE ANYTHING YOU NEED OUT OF SHEET METAL

AUTO RADIATORS REPAIRED

BRING THEM IN

WE CAN REPAIR THEM THE SAME DAY

Fig. 11

D. K. WILEMAN

DEALER IN FARM IMPLEMENTS

AND POTATOES

MOLINE TRACTORS. STUDEBAKER BUGGIES
SHARPLESS CREAM SEPARATORS. INDIANA
SILOS. SUPERIOR DRILLS

CLEVELAND ROAD RAVENNA, O.

Fig. 12

improved grouping, fills the space to better advantage and overcomes the weakness of the lower portion of the ad as shown in Fig. 9.

* * *

There is always something good for the printer in "The Eclipse," the monthly house organ of the Eclipse Electrotype & Engraving Co., of Cleveland, Ohio. In the issue for March the following on how to wrap cuts for mailing is worthy of reproduction:

This is simple elementary advice that ought not fill our pages—the more plates spoiled in the mails the more business there is for the engraver and electrotyper.

Still, we will persist in being helpful.

Let us start with these thoughts:

The surface of any printing plate—copper, zinc, wood, nickel—is delicate and easily injured.

Therefore it must be protected against every possible injury in transmission by mail, express, messenger or other carrier.

If sending out large quantities of plates wooden boxes are best. Between each layer place heavy straw or corrugated board. If half-tones or any sort of originals wrap separately in tissue paper. Never permit a printing surface in a large shipment to face outwardly. Turn upside down, with an extra sheet of cardboard between. Pack tightly to avoid shifting.

For a few cuts stout pasteboard boxes are best. These should be type high and should have an extra protective sheet of cardboard laid over the printing surfaces.

Where boxes are not available two or more plates may be sent in paper wrappers if the package be "squared

Second National Bank

RAVENNA, OHIO

Capital $150,000 Surplus and Profits $150,000
Total Assets $2,000,000

Oldest and largest Bank in Portage County.
Four Percent Paid Upon Savings Deposits.
Your business is solicited.

F. H. CARNAHAN, Cashier C. G. BENTLEY, President

Fig. 14

Established 1830 $1.50 a Year

TWICE-A-WEEK

The Ravenna Republican

PUBLISHED MONDAYS AND THURSDAYS

Reaches by Far More Homes in Portage County Than Any Other Newspaper

COMMERCIAL PRINTING

A Modernly Equipped Printing Plant in Connection

Fig. 13

up" compactly, and the plates protected by stout cardboard between layers and on all four sides as well.

Single cuts should have two thicknesses of cardboard laid over the face, one of these thicknesses lapping down on the side. Then wrap several times with stout paper.

Bags are not recommended for the reason that cuts so carried are likely to come unwrapped or, affording no definite contour for recognizing the contents, are likely to be treated less carefully than strongly wrapped packages; besides they extend a tempting invitation for careless wrapping.

* * *

"MAKING ADVERTISING PAY" has received much favorable comment at the hands of advertising authorities. It is one of the few books on the subject based upon the actual experience records of successful advertisers.

The second edition, now coming from the press, is the result of demand created by what advertising men and the trade press generally have been pleased to say in its favor.

WHAT "THE LIVE WIRES" IN THE PRINTING-PUBLISHING INDUSTRY SAY

Persistency the Key to Success.—By H. C. Hotaling, Publisher Enterprise, Mapleton, Minn., President N. E. A.

Persistency is but another name of efficiency as the two travel hand in hand in big business and are all too lacking in what may be termed the smaller shops. One may perhaps be accused of shooting over the heads of the small-town publishers in preaching persistency, when all the duties of the office from securing the news, keeping the books, doing the collecting, setting the type, soliciting the ads and setting them up, doing the job work, building the fires and pulling the Washington hand press, all devolves on one lean, lank individual, but we do not think so and we have tried it. In such an office there is if anything more need of persistency than in the larger office which is already under way toward the station of success because of the necessity of system. Persistency will enable the smaller office to increase its working force and with every unit added more attention can be given questions calculated to develop and broaden the business.

No printer should expect to secure the job printing of his community if he cannot turn it out in a workmanlike manner. Persistency in neatness and dispatch also have their rewards, while carelessness and slip-shod work has its drawbacks, for in the words of the Scripture, "the way of the transgressor is hard."

The persistent printer is an optimist because persistency brings success and success means sunshine. Failure on the other hand indicates sadness, disappointment, discouragement, despair. To make a success in securing local advertising ever endeavor to interest more advertisers and hold on to those which you have by seeing that their ads are changed often and bring results if possible. Do not let the advertiser out of your columns if you can help it. If you cannot get him to use a large space try to keep his name in your columns, no matter how small a space he uses, for " 'tis the constant gnaw of Towser that masticates the toughest bone," and by keeping the advertiser constantly at it you will convince him of the value to be secured from the use of printer's ink.

Misunderstanding of Thrift Propaganda May Lead to Economic Disaster.—By Richard A. Foley, Advertising Expert, Philadelphia, Pa.

There are two things all of us want to do. We want to get the Germans running and we want to keep business running.

We want to make the world safe for democracy, but we want to keep democracy in business.

If we took all the fool advice printed by some amateur economists who suddenly have found themselves in the limelight, we would in a year or so have a panic compared to which that of 1907 would be as a slight chill compared to an epileptic fit.

We do not want financial epilepsy, and it is up to every business man and every wage-earner in this country to do his bit not only to win the war, but to keep this country as nearly normalized as possible in business so that when the war ends we will be in a position to do the great work which America will be called upon to do in rebuilding and philanthropy.

If any of the normal functionings of business in this country are tied down, paralyzed or otherwise vitiated, we shall face greater problems in the future than we do in the present.

This is to be a time of supreme effort in America. The Government for itself and its Allies will call for from $9,000,000,000 to $15,000,000,000 worth of extra human effort in America — all of it here. In return for this actual created wealth of brain and muscle there will be paid the visible wealth—that is, certificates which prove that the service has been rendered. This we call money. Money is not real wealth any more than your bank book is. It is the proof of wealth. But as the effort has been rendered this wealth cannot be destroyed, even tho a large part of the products of the effort is destroyed or used up, such as boats, munitions, foodstuffs, steel, iron ore, coal, cotton.

Our Wealth is Not Destroyed

Now, as all this extra effort has gained so much extra wealth, what becomes of the wealth?

Is it burned up—destroyed?

The Government takes some of it back in the form of taxes. But not to destroy it—to pass it on again for more human effort, human service.

All the working people get more work and higher pay for that work. Railroads transport more goods and need more help. Soldiers use up materials and exercise their efforts in a foreign field, and hence the civilian must do more work, must do the normal work that soldiers

formerly did and in addition supply them with the materials which they use, and for all of this they will be well paid.

Men who never worked before literally have work thrust upon them. Some are even conscripted to work.

Women are working and earning who a year ago were idle rich—or idle poor, for there are some of that kind, too. All this means more money—money in circulation.

Dead Dollar like a Dead Lion

A dead dollar is not much better than a dead lion, and we all know that a live dog is better than a dead lion. So, too, a live nickel that keeps moving and making a lot of people that much better off is better than a dead dollar buried in a tin can or hidden in an old sock. I don't believe much in negative saving. I don't believe much in negative economy.

England began its plan of political economy on the negative basis of "stop spending." It didn't work. And now England, after all its trouble, sees stock and bond prices going up again—people spending and making more than ever—not wastefully, but sensibly.

Yet a fallacy of this kind crept into a Liberty loan advertisement in the last campaign. The advertisement said that in order to buy Liberty Bonds some of us would have to wear old clothes, go without our lunch and take only a bite and run old cars and buy no new ones.

Now, any man, to begin with, who can afford to run an old automobile or to buy a new automobile can certainly afford to buy a Liberty Bond. I put it to the Liberty Loan Committee that the plan they suggested was saving at the spigot, but letting out at the bunghole.

If readers of newspapers were to decide not to purchase automobiles or clothes or to support restaurants or to do any of the normal things they have been doing, what about the hundreds of thousands of people who gain their livelihood thru these various lines? How could they subscribe to Liberty loans? What about the taxes that the Government expects from them if they have no money? There should be no extravagance, but people should adhere to normal methods of living in order to keep business going and to make money and to pay money to the Government.

If any messages go to the Kaiser, we don't want them to be messages that America is afraid; that America is running away from its normal business life and is hiding its money.

Some of us are fighting, all of us are working and every one of us willing. We must cooperate. That is the greatest lesson we are learning. Business is learning it. Wall Street is coöperating with the Government, and I have hope that even Congress may some day see that coöperative measures rather than punitive measures will bring victory quickest.

Outlook Bright for 1918.—By Wm. H. Rankin, Advertising Agent, New York.

The business outlook for 1918, on the whole, is very encouraging. Millions of people will have more money to spend by far than during any previous year. The great masses of people, the workingmen and the farmers—the vast majority—will have much more to spend. The minority—those who have been accustomed to buying nearly everything they want—will have less to spend, because of the many ways in which these men will have to sacrifice to help pay for the war. They are making these sacrifices cheerfully, and this means much for the success of our war efforts abroad.

There is no question in my mind that business conditions during the next two or three years, whether we continue to have war or not, will be prosperous. Money will be spent for desirable necessary things. It will be spent more carefully, more advisedly, more wisely than ever. Every dollar we have will be spent where the dollar counts most. Our per capita of wealth is now $2,136; that of Great Britain $1,751; that of France, $1,750; of Germany, $1,338.

Our present national debt is $15.00 per capita; that of Great Britain, $370.00; of France, $260.00; of Germany, $290. We could pay our debt 142 times over without being broke. We have $18,000,000,000 of liquid money in our bank deposit subject to checks. Our trade balance in 1916 was over $2,000,000,000 in our favor. It's a bigger balance now.

We may all take a lesson from London in this respect, where nearly all business has increased during the war. At the annual meeting of Selfridge's Limited Department Store, held in London last February, the earnings for the last five years were given as follows:

Year ending January 31, 1913, $520,000.

Year ending January 31, 1914, $650,000.

Year ending January 31, 1915, after six months of war, $670,000.

Year ending January 31, 1916, $750,000.

And in the year just ended, $1,125,000.

Newspapers are the logical medium for advertisers to use to influence our people in the advertising columns—to watch the unusual and superlative coöperation newspapers have already given the Government in all its branches. Then 1918 will be our best year, and in making

it the best year for all business, we will do our part to help President Wilson and our Allies win the war.

Keep Eye on Collections.—By Irving S. Bath, Sentinel, Goldendale, Wash.

The writer believes the average newspaper has two big leaks, either of which should be eliminated without much trouble. Satisfactory results would show from the start in these cases. We refer to the wilderness of possible debits in both the circulation and general business office.

The sooner the newspaper man who has not already adopted a firm business policy in both of these departments does so, the sooner he will cut his costs and make real money. To eliminate waste and conserve to a degree of efficiency, we must go down to brass tacks in both of these respects.

If money is worth money to a banker, why, then, should it not be worth money to the printer? My advice to the country printer who is inclined to be lax in his collections (and there are many) is to have your books posted and statements made ready by the first of each month—every one in the book. Either collect the local bills in person, or send the collector around. Mail out all of the little accounts—everything. If remittances are not forthcoming by the tenth of the month, help Uncle Sam with his war tax, and, get a new batch of statements, explaining to your customer that all of your accounts are cash the first of the month and that you must have your money. Almost any reasonable person will remit. You stand much less chance of losing than by waiting for the remittance to come in voluntarily. All small items should be cash when ordered. Stop a minute when the local, or whatever it is, comes in, estimate the lines and state your price. Invariably you will get your money on the spot.

In the matter of legals, many lawyers make arrangements to see that the bills are paid without waiting until the estate is closed; further, others would see to it if approached on the subject. You might well take for your motto: "Get the money!" And why not?

The year before the writer "tumbled" to our present business system in the office, after having collected the "easy" ones during the year, there were accounts to the amount of over $1,100 due, subscriptions excluded. A part of this never was collected, and a good part was collected with considerable effort. Your customer would much rather pay a bill of $5 monthly than to dig up $15 at the end of three months. An old bill is always harder to collect than a fresh one.

New Postal Law a Menace.—By Jos. H. Lackey, Circulation Manager, Memphis News-Scimitar.

We face in 1918 the same old problems of rising costs and scarcity of all materials essential to the publishing business, with the added menace of a raise in postage rates.

It is very important that Congress reconsider and repeal the new Postal Rate law before it goes into effect, not so much on account of the actual burden it will place on the publishers as the evil effects that may follow in the future as the result of breaking a long-established precedent.

The old one-cent-a-pound second-class rate is a fixture in our institutions, and Congress should, in the first instance, have hesitated and considered well before breaking it. The inauguration of the rate originally was a recognition of "the eternal fitness of things," and the enlightenment of our country that has resulted from the economical dissemination of intelligence, has amply demonstrated the wisdom of those who inaugurated it.

The vast superiority of the United States over Russia, culturally and economically, is due to our public school system and to our periodicals and daily press. Congress might just as well lay a destructive hand upon our public school system as upon the press—each has its own educational sphere, and one is as vitally necessary to the enlightenment and progress of our nation as the other. Hamper or destroy either and you have set back the hands of civilization and progress.

It would be greatly to the credit of Congress ift it could take the broad and statesmanlike view of the matter, considering the press in its true light as an educational and civilizing force, as did that Congress which inaugurated the one-cent rate, rather than view it as a journalistic gadfly, to be feared and punished. The raising of the second-class rate smacks more of a desire to penalize the press than a desire to raise revenue.

CREDITED WITH WIDE-AWAKENESS

National Printer-Journalist, Chicago, Ill.

Your taking up of my statement as to the Third Industry as it relates to printing shows that you are wide-awake. I understood when I went into it that it would be called in question and am now fully prepared to explain the position taken to any one inquiring.

I am pleased to be questioned, as I can prove beyond a reasonable doubt that Printing is the Third Industry, and think the whole industry will be stirred up now that you have started the ball rolling.

Yours truly,
CHAS. FRANCIS.

New York, Friday, March 8, 1918.

1918 Outlook Good for "Want" Ads.—By R. G. Shryock, Want Advertising Manager, Kansas City Star.

The outlook for classified advertising for 1918, it seems to me, is favorable in virtually every classification save "Real Estate." Business may be more difficult to obtain than in former years, keener salesmanship may be required, but classified advertising may be developed by the live, aggressive organization.

The Star carried more classified advertising in 1917 than in any previous year. A larger gain was made over 1916 than any previous year's gain.

In 1917, the Star carried 5,128,168 agate lines of classified advertising, a gain of 555,629 agate lines over 1916.

War conditions have been reflected in the volume of copy carried in various classifications. All real estate classifications except "Farms for Sale" and "Rentals" lost compared with 1916; practically every other classification showed an increase. Big gains were made in "Help Wanted," including "Salesmen Wanted," "Business Chances," "For Sale—Miscellaneous," "Household Goods," "Automobiles for Sale," and "Business Personals."

It is my opinion that in many classifications business may be held to normal or even developed during 1918 and the war period. Other classifications, such as "Real Estate," for instance, are hardly susceptible at this time to development.

Because of the large number of men taken by the army and navy from industrial life, "Help Wanted" business should continue to increase. Thrift propaganda should tend to increase the usefulness and therefore the volume of such classifications as "Household Goods," "Wanted to Buy," "Clothing for Sale," "For Sale—Miscellaneous" and "Business Chances."

Newspaper Success Depends upon Amount of News Carried.—By Phil C. Bing, University of Minnesota.

An assignment book is as necessary for the country editor as it is for the city editor of a large daily paper, for the country editor has more than his news gathering duties to perform and must usually assume the business management both of the publishing plant and of the job office. He cannot charge his mind with new details and hope to keep them from being crowded out by other facts and duties. In addition to those related extra editorial duties, the country editor is almost universally one of the most active and prominent citizens of the town, and there are many important outside duties to take his time and attention away from his professional work.

Nothing should be left to chance. The local field MUST be covered. A large daily calendar pad can be used for the notation of coming events or "futures." There should be a well arranged pocket notebook for data of all kinds. Don't use the back of an envelope or loose sheets of paper. This may appear to be trivial caution, but if it is a trifle at all it is one of those trifles upon which success is built. It is always well to take a little time to do things which are not absolutely necessary in order to save valuable time later. System also promotes accuracy, than which there is nothing more vital in the gathering and presentation of news. Many editors have found it helpful to go over carefully every issue of the paper and note in the future book all the coming events mentioned. If there is a competitor, as there is likely to be if the field is a good one, it is even more important that his paper should be examined. It is fatal to allow anything to slip—fatal in the specific interest and deadly in the habit of mind it induces. Any plan that is easily workable that will systematize the work in the office is a good one.

Schools of Journalism Have Won Recognition.—By W. P. Kirkwood, School of Journalism, University of Minnesota.

America's schools of journalism, the oldest of which has been in existence less than ten years, are right in the thick of the educational scrimmage. They have done things. They have equipped young men and young women with journalistic ideals and some knowledge of the profession and sent them out to try their equipment and knowledge on the world. They have organized short courses for men already in the profession who have felt that their original and acquired equipment and knowledge were not adequate to their needs. They have established bureaus of exchange for the buying and selling of publications in order that some might find their way out of the profession and others in. They have sent extension men—missionaries—out over their several territories to aid in installing cost systems and otherwise to make the inefficient efficient and the already efficient still more efficient. They have survived and overcome the ridicule and opposition of the scoffing, skeptic and sometimes dyspeptic newspaper men who when schools of journalism were suggested declared that the only way to become a newspaper man was to start as a "devil" and

climb with ink smeared hands and with hoofs, horns and barbed tail. They have created no cyclonic commotion, but they have created an atmosphere. Without bass drum or bazoo they have quietly helped to lift the standards of the profession.

Victor Morgan, editor of the Cleveland Press, has tried out twelve graduates of schools or departments of journalism and has this to say:

"My feeling is that the schools of journalism have already done a big work, but that there is plenty of room for improvement. At the time I made this experiment with the twelve graduates in journalism I predicted that in a short time all newspapers would see their cubs among the graduates of newspaper schools. That is still my opinion."

Of the twelve men tried by Mr. Morgan on the Cleveland Press, by the way, six men showed unusual promise and were given regular work. The other six, tho not given jobs, were not regarded as failures.

Personal Soliciting Best.—By C. E. Van Valer, Journal, Gas City, Ind.

After you expand your local news, improve the typographical appearance of your paper, localize your editorials, raise your subscription price if now too low, get your correspondents to working in every community in your territory, get whatever new machinery is needed, enlarge your paper if now too small, decide on a policy and change the name if advisable, then you will be in a position to go after new subscriptions. In the first place do a bit of soliciting yourself—you can do this without lowering your dignity in the least. If you haven't a good word for your paper and it isn't worth your time to sell it, how can you expect other people to sell it? Good solicitors are hard to find, but while that is the best way to get new subscriptions, we have no serious objections to the contest methods. I feel that on the kind people in the community will depend largely whether it is advisable to conduct a subscription contest. If you conduct a contest you cannot take up every little rumor that is started. To do this will kill any future efforts along this line. In conducting a contest see that everything is done on the square from start to finish. If you hire a solicitor, pay him or her a straight salary, as all their time will be yours and you can have a report every day, while on the commission basis they only work when they feel like it and then rarely work systematically.

After you have secured a good subscription list, go after the advertising as I have already explained. There is always a question in my mind whether it is advisable to have contracts, written up in legal form and signed up attest, etc. If an advertiser decides he is not going to use your paper because of some little sore spot, or over some trivial affair such as placing a competitor's ad in a better position or giving some store a news writeup when it had a full-page ad, can you force him to give you copy or run his space blank and proceed to collect it legally under contract? If you do you have lost him for good. Better let him drop out for a few weeks until his anger is appeased. We do not have a single contract with local advertisers.

Fradulent Manipulation.—The capital and revenue expenditures are sometimes manipulated for special reasons. There is one common practice in particular, against which every printer, as a business man, should be on his guard, and against which he should enter a word of protest whenever possible. This is the practice in corporations of making charges either to capital or to revenue according to the personal desires of the directors. Suppose there are a number of stockholders whom the directors wish to induce to sell out. If the stock does not pay a fair dividend, or if it pays none at all, the stockholders will be likely to want to sell; so the directors may charge capital expenditures to revenue, and a very small net amount, if any, will then be available for dividends. This continues until they have accomplished their purpose of being able to purchase the shares of the stockholders who are not "on the inside." Immediately afterward, the business pays good dividends!

Another method of manipulation of capital and revenue accounts is employed when a certain group of stockholders in control wish to sell their holdings for as large amounts as possible, and to withdraw from the organization. They capitalize all revenue expenditures; they have nothing (comparatively) to charge to Loss and Gain; and so they make huge profits. Some people look only on at the surface indications and do not try to figure out the inevitable results of such practices, but go ahead and buy the stock when good profits are shown. On thoro investigation, they find assets charged at a much greater amount than the assets are actually worth; and then they complain that they have been swindled. Perhaps they have been; but it rests upon every business man to make true statements of his business and to insist that the accounts of all others in which he may become interested be kept in such a way as to give true and accurate records.

BOOKKEEPING AND COST FINDING FOR PRINTERS

FUNDAMENTAL BOOKKEEPING PRINCIPLES FOR PRINTERS

ASSIGNMENT III

(Showing the Method of Properly Recording Transactions)

CB-Cr-NC-G Pay the Giant Electric Co. for motors installed, $300.00. Debit Equipment.

Remember that as long as cash is paid for an invoice, it makes no difference so far as the book records are concerned who the persons are from whom the purchases are made. The name of the vendor is entered only in the explanation column; no account is kept with the vendors in cash transactions.

PB-Total-Ink A supply of ink amounting to $150.00—black, blue, and red—is ordered and delivered. Credit Crow Ink Company.

4

PB-Total-and proper distribution columns Stock and envelopes for announcements, amounting to $10.00, are purchased, as well as engravings for $4.00. Stock and envelopes are also bought for stationery, $3.00.

OB An order (1) secured from the Coyle Grocery Co. for 5,000 order blanks, 6 x 9½, for $12.

OB C obtains an order (2) from the National Club for 20,000 programs and cover, 6⅞ x 9¾, for $440.00.

PB-Total and proper distribution columns Stock costing $118.36 is delivered these jobs; special ink costing $2.50 is bought; $6.49 is the cost of the electrotypes; and ruling costs $1.30.

CB-Cr-NC-G The following cash disbursements are made: Postage, $10.00; Express, 35 cents; Towel Supply, $2.00; Police Patrol, $2.00; Window Cleaning, $1.50. (Keep separate accounts with Postage and with Express; charge the rest to miscellaneous Office Expense.)

5

OB Order (3) received from the Coyle Grocery Co. for 1,000 collection sheets, 5½ x 8½, $4.25.

OB Orders (4 and 5) are received from the Clark Hardware Co. for 2,000 invoice envelopes, 6¾, for $3.20; and 2,000 billheads, 8½ x 7 1-3, for $5.50. (Make entry for each order.)

PB Stock for these orders is invoiced at $3.36; ruling, $1.00.

CB-Cr-NC-GFire Insurance is placed with the Thomas Agency, the premium for three years, $450, being paid in advance. Debit Insurance.

CB-Cr-NC-G A, B & C advertise in the Printers' Club Bulletin, paying $10.00 in cash for the advertisement. Debit Advertising.

CB-Cr-NC-G The announcements of A, B & C, which have been printed, are mailed to the members of the Commercial Club. Postage, $15.00.

6

OB Order (6) is received from the Bell Real Estate Co., for 5,000 signs, 11 x 21, for $145.

OB Order (7) received from the Excelsior Canning Co., for 10,350 booklets, 3⅜ x 6, $180.

PB Merchandise purchases for these orders are as follows: stock, $77.17; engraving, $52.80; electrotypes, $41.80; and ink, $9.00.

CB-Cr-NC-G A, B & C join the Printers' Club, and Club dues, $7.50, are paid to the Secretary of of the Club. Debit Club and Organization Dues.

CB-Cr-NC-G Sundry office supplies are bought for $10.00 and paid for. Debit Miscellaneous Office Expense.

CB-Cr-NC-G Heavy Wrapping stock, twine, tags, etc., are bought from the Jessup Supply Co. for $10.00 in cash. Debit Packing.

SB Order (1) is delivered to the Coyle Grocery Co.

8

SB Order (3) is delivered to the Coyle Grocery Co.

CB-Cr-NC-G Typewriter at $85.00 is bought from the Best Typewriter for cash. Debit Office Furniture and Furnishings.

OB Order (8) is received from the Ramage Transit Co. for 20,000 6-page folders, 6¼ x 10, for $37.00.

PB Stock for this order, $9.62.

9

CB-Cr-NC-G Box Lumber is purchased from the Eclipse Box Co. for $25.00 cash. Debit Packing.

PB-Total-Sundry Miscellaneous packing and boxing supplies are purchased from the Clark Hardware Co., $10. (In the address column write the word Packing, and then enter amount in BOTH Total and Sundry columns. When you post at end of month, you will post each item in the Sun-

dry columns individually, for you have no "Sundry" account. In this case Packing will be charged with $10.)

SB Order (2) is delivered to the National Club, and orders 4 and 5 to the Clark Hardware Co.

CB-Cr-NC-G Pay for advertisement in the Milwaukee Commerce Bulletin, $10.00. Debit Advertising.

OB Order (9) received from the Hood Cleaner Co. for 20,000 circulars, 3½ x 6¼, $15.00.

PB Stock is bought for this order, $5.98.

11

CB-Cr-NC-G Salaries and wages are paid as follows: Officers' salaries, $60. salesman's salary, $25; general office salaries, $14; wages, $299 (of which $119 is charged as non-productive, and the balance as productive labor). Debit the following accounts: Officers' Salaries, Salesman's Salary, General Office Salaries, Non-productive Labor, and Productive Labor.

OB Orders (10 and 11) are received from the Clark Hardware Co. for 5,000 sets duplicate order blanks, 11 x8½, $33.50; and for 50,000 booklets, 32 pages and cover, 3⅜ x 6, $508.

PB Stock for these orders is bought for $176.16; ruling, $1.45; ink, $9.50; electrotypes, $31.50.

13

CB-Cr-NC-G Buy postage stamps, $10.00.

SB Order (6) is delivered to the Bell Real Estate Co.

15

SB Order (7) is delivered to the Excelsior Canning Co.

OB Order (12) is secured from the White Jewelery Co. for 4,000 mailing slips, 3⅛ x 6¼, $6.00.

OB Order (13) is secured from the Kramer Clothing Co. for 2,000 postal cards, $24.00.

PB Stock is purchased for $21.10; electrotypes, 79 cents.

16

OB Order (14) is received from the Jackson Collection Agency for 5,000 collection reports, 10¼x-7¼, $11.00.

OB Order (15) is received from the Bell Real Estate Co. for 100 cardboard signs, 12½ x 9, $2.50.

PB Stock for thesse orders, $2.98; electrotypes, 44 cents; ruling, $1.90.

SB Order (8) is delivered to the Ramage Transit Co.

18

CB-Cr-NC-G Salaries and wages are paid as on the 11th.

SB Order (9) is delivered to the Hood Cleaner Co.

SB Order (10) is delivered to the Clark Hardware Co.

19

OB Order (16) is received from Dr. Bent for 1,000 small statements, 4 x 6, $2.25.

OB Order (17) from the Coyle Grocery Co. for 300 price lists, 6 x 17½, $9.50.

PB Stock for orders 16 and 17 is bought for 90 cents.

SB Order (12) is delivered to the White Jewelry Co.

SB Order No. 13 is delivered to the Kramer Clothing Co.

20

CB-Cr-NC-G Repairs to presses amounting to $5.00 are paid in cash. Debit Repairs.

CB-Cr-NC-G Postage, $5.00.

OB Order (18) is secured from the Excelsior Canning Co. for 50,000 labels, 3½ x 3½, $11.00.

PB Stock purchased, $4.04.

SB Order (11) is delivered to the Clark Hardware Co.

SB Order (14) is delivered to the Jackson Collection Agency.

23

CB-Dr-NC-Dis-Cu Check is received from the National Club for $431.20, invoice of the 9th inst., less 2%. (As indicated, this entry will be on the debit side of the cash book, $431.20 being entered in the Net Cash column, $8.80 in the Discount on Sales column, and $440 in the Customers' column.)

OB Order (19) is received from the Clark Hardware Co. for 5,000 shipping tags, No. 5, $28.50

OB Order (20) is received from Coyle Grocery Co. for 10,000 statements, 6 x 9½, $42.00.

PB Stock, $17.62; electros, 68 cents; ruling, $2.60.

SB Order (15) is delivered to the Bell Real Estate Co.

CB-Cr-NC-G General shop supplies amounting to $5.00 are bought for cash. Debit Shop Supplies.

CB-Cr-NC-Dis-Cu Receive check from the Bell Real Estate Co. for $144.55, in payment of invoices of 13th and 22nd—$147.50, less 2%. (Net Cash, $144.55; Discount on Sales, $2.95; Customers column, $147.50)

CB-Cr-NC-G Salaries and wages are paid as on the 11th.

SB Order (16) is delivered to Dr. Bent.

SB Order (17) is delivered to Coyle Grocery Co.

OB Order (21) is secured from the Coyle Grocery Co., 10,000 price lists, 9⅜ x 6, $36.00.

OB Order (22) from the Excelsior Canning Co. for 10,000 labels, 4½ x 6⅛, $16.05.

PB Stock purchased, $15.91; ink, $1.75.
26

SB Order (19) is delivered to the Clark Hardware Co.

OB Orders (24 and 25) are secured from the Central Furniture Co. for 10,000 catalogs, 84 pages and cover, 9 x 12, for $1,226.50; and for 8,000 clasp envelopes, 9½x12½, for $97.90.
27

SB Order (18) is delivered to the Excelsior Canning Co.

SB Order (20) is delivered to the Coyle Grocery Co.

CB-Cr-NC-Cu Check is received from Dr. Bent for $2.25. (Enter on debit side of cash book. Net Cash and Customers' column.)

OB Order (25) is received from the Kramer Clothing Co. for 10,000 billheads, special rule, 6½ x 7, $26.50.

PB Stock is bought for this order and for the ones secured on the 26th, for $575.05; ink, $1.00 electrotypes, $6.35; engravings, $32.00; and ruling, $1.80.
29

OB Secure order (26) from the Giant Electric Co. for 1,250,000 slips, 7⅞ x 3½, $255.

CB-Dr-NC-Dis-Cu Receive check for $66.40 from Coyle Grocery Co., in payment of invoices of 6th, 8th, 25th, and 27th; $67.75, less 2%.
30

OB Order (27) is given by the Hood Cleaner Co. for 90,000 four-page folders; 3½ x 6¼, $167.50.

PB Stock bought for orders 26 and 27, $125.94; ink, $13.50; electrotypes, $5.25.

SB Order (21) is delivered to the Coyle Grocery Co.

SB Order (22) is delivered to the Excelsior Canning Co.
31

SB Order (24) is delivered to the Central Furniture Co.

CB-Dr-NC-Dis-G Receive check from the Clark Hardware Co. for $557.12, in-

CB-Cr-NC-Cr voices of the 12th, 18th, 20th, and and 26th, amounting to $578.70. They have deducted 2% discount ($11.58) and have sent receipted invoice for the $10 purchase of packing and boxing supplies on the 9th. (On the DEBIT side of cash book enter $567.12 in the Net Cash column, $11.58 in the Discount on Sales column, and $578.70 in the Customers' column. On the CREDIT side enter $10 in the Net Cash and Creditors' columns. Altho this $10 was not exactly paid out, the net result is exactly the same as if it were paid out, and this entry keeps the books in balance.)

CB-Cr-NC-G Pay the following bills: telephone, $8; gas consumed, $20; electric current consumed, $35; Charge each account separately.

CB-Cr-NC-Dis-Cr Send the Z Paper Co. check for $1,129.73, for purchases of the month, less 2% discount. (Net Cash column, $1,143.84; Discount on Purchases, $23.35; Creditors column, $1,143.84.)

CB-Cr-NC-G Pay salaries and wages as on the 11th.

This completes the transactions of the month of January in the printing business of A, B & C.

In the following assignment these accounts will be posted to the proper ledgers; the trial balance will be taken; the books closed; and a balance sheet will be made showing the financial condition of the concern at the close of business January 31, 1912.

ROCHESTER, N. Y. PAPER IN NEW HANDS

The Rochester, N. Y., "Union and Advertiser" passed into the hands of three of the ablest newspaper men in New York State, on February 25th, the best known of whom is Mr. Frank E. Gannett, the managing editor. Mr. Erwin R. Davenport and Dr. Woodford J. Copeland are associated with Mr. Gannett.

Mr. Gannett is a graduate of Cornell University, 1898, and during his college years was on the editorial staff of the Cornell Sun, was business manager of the Cornell Magazine and during vacations worked on the Syracuse Herald. After his graduation he was appointed secretary to President Jacob Gould Schurman of Cornell on the first Philippine commission and served sixteen months in the islands. He returned to become editor of the Ithaca Daily News, was later business manager of the same publication and then occupied an editorial position on Leslie's Weekly. Later he was editor of the Pittsburgh Index and twelve years ago went to Elmira, where he purchased a half interest in the Evening Gazette. A year later the Evening Gazette and Elmira Evening Star were consolidated and since have developed into one of the most progressive of "up-state" dailies, the Elmira Star-Gazette. In 1912 Mr. Gannett purchased the Ithaca Journal.

Mr. Gannett is President of the New York State Editorial Association.

PRINTERS' ADVERTISING-WISE AND OTHERWISE

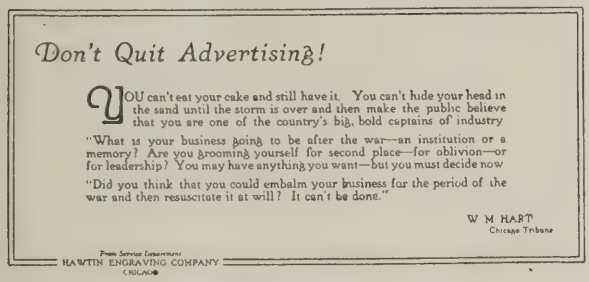
By William Darwin Fellows, Advertising Counsel, Buhl Building, Detroit, Mich.

Subscribers are invited to submit their own advertisements or the advertisements of others for treatment here. It is all for a bit of good-natured fun with, perchance, a sprinkling of common sense in the background.

BY W. M. Hart of the Chicago Tribune. Several of these cute cards were mailed in to us. Only one of them is shown here. It's enough. It will show.

Whether Mr. Hart is a wide enough brained man to entice everybody into advertising in whatever publications, at all, we don't know, of course. It appears so, just the same.

There were upwards of half a dozen of these cards. None of them gets down to rock bottom facts relative to the Chicago Tribune. They all appear to be a recital of the advantages of advertising somewhere or other. It's well, too, that we advertise somewhere or other these


Don't Quit Advertising!

YOU can't eat your cake and still have it. You can't hide your head in the sand until the storm is over and then make the public believe that you are one of the country's big, bold captains of industry

"What is your business going to be after the war—an institution or a memory? Are you grooming yourself for second place—for oblivion—or for leadership? You may have anything you want—but you must decide now

"Did you think that you could embalm your business for the period of the war and then resuscitate it at will? It can't be done."

W M HART
Chicago Tribune

From Service Department
HAWTIN ENGRAVING COMPANY
CHICAGO

Figure 1

times and other times. But that is not the idea here. The idea was that advertiser ought to advertise in the Chicago Tribune. That was W. M. Hart's whole job to put over.

It reminds us of an old one. This.

The mayor of old Malavos was angry, because the streets were dark. So he issued an order that lanterns be hung at every gate-post. Still the streets of old Malavos were dark. The good mayber whereupon issued a second order that candles be placed in the lanterns at the gate-posts. But the streets of old Malavos continued to be dark. Then the good mayber grew red hot and commanded that the candles in the lanterns at the gate-posts be lighted. Whereupon, the streets of old Malavos grew wondrous light.

Only one thing, you see, was lacking—the candles had not been lighted. Just the minute the match was applied, there sprang into being much light along the way.

It seems to yours as ever that Mr. Hart left something vital out here. This is, of course, unless he is a philanthropist. Advertising men usually are not that much of a good thing, at that. They like to crack up their own individual goods. Mr. Hart is an exception, seemingly. Anyhow, he gives forth a loud yell here for any advertising anywhere, at all.

His arguments are to the mustard, all right. At same time, advertising should focus or tie down to a single thing or firm. Generally

AUCTION BILLS PRINTED AT THIS OFFICES ON SHORT NOTICE.

Figure 2

speaking, it ought to be tethered fast to the firm standing the expense of promulgating advertising. These cards are as strong an appeal for other papers as they are for Mr. Hart's particular publication, it seems to a man up a tree. What you think?

Mailed us by "A Friend" from the town where the editor hangs forth and tries to get in wood to pay for back subscriptions.

"Auction bills printed at this offices on short notice." Good, very good. Seeing there is one typographical blunder in the short saying. Note "this offices." The editor, I happen to know, is full of suchlike jokes. Everybody has to put up with his jokes of like nature. Everybody does put up with them, too, for the good and

sufficient reason that there is but this one paper published in the town. Advertisers have to put up with his lil jokes, at any rate. Sometimes they grit their teeth, at that.

But farmers, ah, they are a different hue of equine. They can drive to next town for their auction bills, you know. Just like that. Some of them live as near next town as they do to this here town where this here editor hangs forth.

Not saying anything further about the typographical bull made in this short notice, how about farmer wanting good auction bills? What's there here to put him hep to the good auction bills this printerman turns out? Nothing. Saying a trifle more about that typographical bull, won't he sort of get a notion in bean that printerman is very, very careless of type? Yep, sir, he will. That is not what he wants to particularly find out about printerman, is it? Nope, sir, it's not.

Anyhow, to drop the bull business, let us be saying again that a printerman should do well if he took usual space for his promulgations. It might show his confidence in advertising, you know. As it is now, he rings in his story in every lil space that dares to be left over. He gets the leavings, so to speak it. He is satisfied at the leavings, too. It would seem so, at any rate.

To be frank, I don't remember just at this minute a printerman who does take out regular space in his own publication. Meaning these small town printers, of course. Meaning some of the big ones, too, of course. Meaning mostly all editors of publications, of course. Why shouldn't they run regular advertisements in regular spaces? They are close enough to affairs to know, aren't they? They know whether or nit advertising pays, don't they? If it pays their merchants well, it ought to pay these editors the same way, it seems to yours truly. Editors may have another notion of it. They undoubtedly have. Maybe that is the reason so many small town editors have to accept wood to pay for subscriptions, ey? Who knows?

HOME TRADE
HALT!
You Are Wanted Here
"WHAT FOR?" YOU ASK.
For the privilege of doing business with your local dealers, the tradesmen that you know to be reliable, prompt in deliveries and anxious to please you.
ALSO, Remember That Your Home Paper Is Your Home Friend

Figure 3

The Carey (Ohio) Times.

"Halt. You are wanted here. For the privilege of doing business with your local dealers, the tradesmen that you know to be reliable, prompt in deliveries, and anxious to please you."

It is not said from the heart out, as it were, is it? Makes you kind of feel that a printerman had gotten off a set speech. Doesn't worm way into your vitals, so to speak it. Doesn't, in other words, make Mr. Printerman speak his real speaks. He's a victim of somebody else. Of rhetoric, maybe. Had this old cut hanging around his print-shop and had to fit some words to it. He came as near fitting it as he could. That's all. You feel it that way, too, don't you now?

"The privilege of doing business with local dealers whom you know to be reliable, prompt, and anxious to please you." Bosh! Bosh some more! Three or four boshes! If that was all the editor could say as to the reason people ought to do business with his home merchants, he hadn't much to get rid of, no, sir. Every reader, everywhere, expects an editor to claim as much. Why? Simply for the reason his home merchants give him patronage. He feels in duty bound.

"Also, remember that your home paper is your home friend." Bosh some more! It is not a reader's home friend unless it be, that's a cinch. Unless it tells him about what his neighbors are doing, and so forth. Unless it tells him about merchants who will do wonders for him. And all that. Just because a paper's printed in a man's own burg is no good reason it is his friend, is it?

The chances are good that Mr. Editor didn't dare to get down and tell about any certain merchant. It might make the others wake up some. Might get them to feeling edgewise toward him. But he could have spent some of his valuable time putting into the domes of his readers why his paper is their friend. He could have invited them to send him items of news. They would have seen, from that, that others are likewise invited to send in news items. That would have put the notion of much news, locally, into their beaneries. That is the thing that makes a town paper a friend to a reader. That is one of the things, anyhow.

I really think that the usual person, when he glims onto an editor's advertisement, sees in it a kind of excuse to use up left over space, that's all. I'd make a business of this advertising stunt. For myself as well as for my home merchants.

ASKING YOUR ASSISTANCE

Having entered the Omaha Daily News Subscription Contest, it behooves me to enlist the support of my friends to win the Hudson Super-six Automobile which will be given away to the person having the most votes October 31st.

The Omaha Daily News is very appropriately styled "The People's Paper," is independent in politics and a splendid newspaper. The full year and two year subscriptions for the daily and Sunday editions together count the most votes, hence it is for these that I especially wish to write subscriptions, at $4.00 a year, but fifty cents more than for the daily alone, which costs $3.50. If you care to assist me in this contest I would very greatly appreciate your subscription, and especially if received during September, when the special double vote offer is in force. Truly yours, LEE A. RICHMOND.

(OVER)

Figure 4

Why is Lee A. Richmond wearing such a demurelike demeanor on his map? We have it. He wants our subscription for his paper that he may draw the new Hudson car prize. He knows he is asking us for something he has no right to. Therefore, the pent down yap.

This is a new stunt to us. Not a word about the paper's worth. Not a word about why you and I ought to subscribe for it, except the fact that Lee wants to win that prize.

How many news services does his paper subscribe to? Does it dish up its news in readable form? Is it reliable? Is it well printed in large type faces? Are its reporters continually out after news items in Omaha? These are some of the things we want to know about; not so much that the paper is non-partisan.

What's the Sunday edition like? Is it brimful of good halftones and cuts? What sort of subjects does it print? Does it also print the advertisements of live storemen in Omaha? Does it give us their bargain days, etc.? In short words, what sort of a paper am she?

Now you and I, gentle reader, aren't going to break our swanlikes to get in our subscriptions because Lee wants to win that prize. We want to see something in it for our lil selves. Maybe about everybody in town knows what this paper is. It makes no biff of ditterance. We want to hear it sent forth some more. We want it dinged deep into us. We want to be reminded all over again of its worth. It will then be like an old friend reappeared.

The big thing that Lee should have thought of first here was the worthiness of his publication to us. That's the part of the equation we are considering mostly. If he makes us believe more still in his publication, then, sir, oh, then, we shall maybe send in our subscription and help Lee win his prize. The thing sounds too much one-sided now.

We may, as said, know a good deal anent the Daily News right now. It's not sufficient. Doesn't warm us up enough. Stick us on the spit some more, Lee, and watch us get a sizzle on. We may help you to that automobile prize then, yes, sir.

"No printery has made more rapid progress than the Lake View Press." Why, pray? "Because we always try to turn out the best job in the most economical way."

Good. Not many printers would claim all that, of course not, of course not. This is supposed to be sarcasm. Meaning that every printer, from Baltimore to Beersheba, would claim all that. Yes, siree. We make this announcement that you may not take us wrong. See?

What printery doesn't "try" to turn out the best jobs at most economical figures? Search me, if I know. A negative note is sounded here in that word "try." It used to be all the vogue, you remember, to say that "What is worth doing is worth doing well." Times have changed it. Now it is, "What is worth doing well is worth doing better."

Does the Lake View Press "try" real hard to

No Printery Has Made More Rapid Progress Than the—
LAKE VIEW PRESS
The Progressive Print Shop of the Progressive North Shore
3900 SHERIDAN ROAD
BECAUSE—
WE ALWAYS TRY TO TURN OUT THE BEST JOB IN THE MOST ECONOMICAL WAY.
IF YOU ARE LOOKING FOR A LIVE PRINTER, CALL
GRACELAND 8202

Figure 5, the Lake View Press

do all it claims? Does it succeed? That's the question before the house at this minute.

We don't believe in getting too allfired positive in advertising, no. We don't think the Lake View Press would have gotten too allfired positive had it said that it does turn out such and such work, instead of merely "trying" to. It places itself at a disadvantage here, we think us. This is one of the places where an advertiser would do just as well to be positive about it.

Even so, what's there to this thing that is designed to heat you all up to this firm's printed things? There is not one example of good printing spoken of here. Nothing at all said about types on hand. Nothing regarding inks, or employes skilled, nor anything hardly.

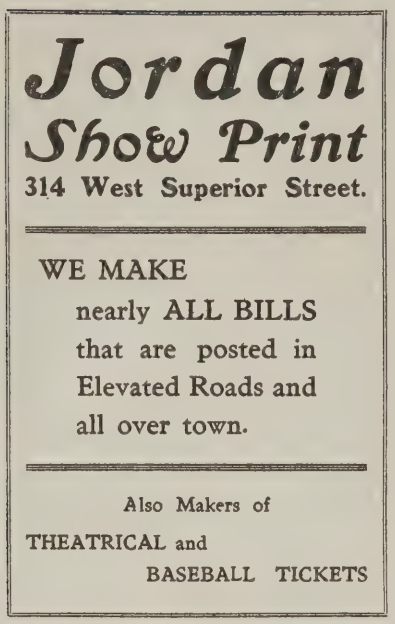


Figure No. 6, Jordan Show Print

Subscriber who mailed this one said not to print his name. Very well. No names, by the way, will be printed here unless wanted.

The man offered that he had not paid much attention to all the bills posted in elevated roads all over town. Said he might have read 'em, but he didn't give so very much heed to the printing part of them. Hence, we see, this appeal went wide of its mark on him. Don't many of us ever especially notice a printed show bill in an elevated car unless it be very bum or very good, do we? No.

Wha's matter of this printing concern telling its reader WHY it can do them a better job of it? Wha's matter of reciting a bit of its experience? Meaning, of course, some first-class job done for some first-class firm or other? Why not pick out some certain job that made a hit on folks and point to it? Or better still, wha's matter of assuring people why it is equipped to turn out these first-class jobs? Talk some about brains put into its every job. The know-how, as it were. Talk inks and paper things and composition things, and so on and so forth.

"Also makers of theatrical and baseball tickets." How many businessmen do you suppose there exist who ever pay extra attention to the character of printing done on their theatrical or baseball tickets? They are too much absorbed in the play or the game just then, you realize. So this part of it, too, shoots wide of its aim.

If I were a printer I would make every one of my advertising shots connect closely with me. Make it connect so unmistakably close that a reader couldn't get me wrong. Would, I think, give him reasons to know that I did better printwork. Wouldn't try to direct his attention on something done that he can't recall very readily.

People are not analyzing elevated car posters these days much of any. And they are no more likely to study the goodness of the print job done on their theatrical and baseball tickets, which they hold in their paws for a brief moment only, at best.

ADVANTAGE OF PAPER-SIZE STANDARDIZATION

There are many advantages to follow in the event of the universal standardization of paper sizes. Most of them are described in an article by Mr. Sidney A. Kimber, appearing in the March number of The Printing Art. Mr. Kimber points out that the question of reducing the number of items in book and catalogue papers is particularly urgent at the present time, and that the plan of standardization advocated is a logical national economy.

Admitting that standardization of paper sizes would unquestionably result in a number of economies, of which the item of saving paper stock is but one, there are difficulties which will occur to those familiar with educational trade movements.

The closing sentence of the article suggests the method of accomplishing the adoption of the idea:

"The question one is prompted to ask is whether the paper manufacturers' organizations are so welded that there would be assurance of all abiding by the decision of the majority, or whether such a plan as here suggested must be brought before a Federal Trade Commission and the findings enforced."

Few will argue that the standardization proposed would be adopted generally unless some drastic action were taken. Printers generally, the influence of trade papers notwithstanding, are notoriously inclined to get into "ruts" and to stay there.

Objections to the standardization would probably be offered by paper jobbers for the reason that the handling of variously-sized papers is responsible for putting the larger-sized figures in their profit columns.

The creator of original forms and designs might object that the restrictions interfered with the production of anything but the most ordinary and commonplace.

Doubtless the plan of standardization will be welcomed by publishers of books, magazines and catalogues and certainly it could be most easily adopted by this class of consumers.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

N my judgment, there is nothing in the way of contents that adds more delightfully to the interest and attractiveness of the home weekly than well-written feature stories, yet how infrequently one meets such material in the columns of publications of the class indicated.

This may be due to the fact that many country editors lack a clear understanding of just what a feature story is, or that, many having such knowledge, lack the energy necessary for running down the subjects for such features and for writing them up. In this article, then, it shall be my aim to inform the first class and endeavor to inspire the last.

Tho it may often partake of a fictive-like form, the typical feature story is not fictional. The author of such stories must deal with fact rather than figment. But more than everything else must he draw heavily upon that emotional literary quality known as human interest, of which more later.

Orrin R. Coile, successful St. Louis reporter and editor, has defined the feature story as being "any story available for newspaper publication, which is not exactly live news, but which contains the elements of human interest."

Human interest! What does the expression mean? It means just what the two words combined signify—interesting, because human—and human, because interesting. Any narrative worth the telling possesses more or less of this quality—the quality of being both human and interesting. Human, in the sense of belonging, or pertaining to, mankind, and interesting, in the sense of having the power to excite man's emotion or feeling. This, then, is the element that writers of feature stories should endeavor to emphasize. Only such topics as belong to man's life should be chosen, and the writer's aim should ever be to bring out most strongly the points tending to touch the reader's heart.

While I am willing to grant that some fields abound more than others in material suggestive of this sort of "copy," yet I venture to say that the number of inspirations to be discovered in every community, if one will only take the trouble to explore, is almost inexhaustible, because this number is constantly being added unto.

The great secret in getting feature material, just as in gathering news, is the ability to recognize it when it comes along, or when one comes upon it, as the case may be. The trouble is, subject matter for feature stories, like the opportunity for doing good, lies so near us that it is often overlooked.

Here are a few general topics upon which good feature stories can be written, and most of which, I dare say, exist in every newspaper field: Freak animals, people of greatly advanced age, interesting incidents of local history, remarkable achievements of home folks, new inventions, stories of pioneer life, life stories of pioneers, adventures of local soldiers of fortune, unusually fine farms, exceptionally good crops, flocks or buildings on nearby farms, golden weddings, family reunions, home prodigies, uncommon episodes in the lives of home people, innovations in business, church and school, and local oddities and wonders of every description. And right now every community abounds with rich opportunity for features on the work of the Red Cross and other war work, not to slight the letters of the boys in training camp and at the front, or any other of the facts growing out of the present war.

The writing of the feature story is not so difficult a matter as some may imagine. It is no such an arduous undertaking as the writing of the fictional short-story, for with the feature story there is no set form or formidable technique to complicate the procedure or hamper the author, altho I do not mean to infer that, to excel as a feature story writer, one does not require certain degrees of talent and skill.

To be a writer of creditable feature stories, all one needs is a fair knowledge of newspaper writing and more or less knack as a story-teller. The story may be begun almost anywhere. In this respect the feature story is like the short-story, but unlike the news-story. One may be-

gin, for instance, at the end, if he chooses, and tell his feature story backward, as it were, and the narration may be drawn out to as great a length as the material will permit, the writer always bearing in mind to improve every possible opportunity for strongly featuring up all human interest phases.

Contrary to news-story writing, one should not tell all of his feature story in the first paragraph, but should preferably hold back some of the main facts and incidents as a means of sustaining interest and of creating surprise later on.

As a concluding thought, it is imperative that I do not omit mention of the importance of illustrations in connection with feature stories. Photographs are ever of great additional value—in fact, the pictures are often worth more than the stories themselves as a means of brightening up the page and attracting the reader's interest—and in all events the illustrations materially enhance the vividness of the facts related and thus add to the general effectiveness of the tale. By all means, pictures should accompany feature stories whenever possible.

✧ ✧

The Gordon (Neb.) Journal is a paper worthy of examination. It is a six-column, all-home-printed quarto, and every page is replete with bright, attractive matter. Few home weeklies offer so good a news-service, and few put it out to their readers in neater, more readable shape. (Exhibit 1.) Editorial work is no less commendable than that in the reportorial line, Editor Clark's own page being particularly praiseworthy, not alone for its literary excellence, but especially for the fine stream of American patriotism, which trickles from paragraph to paragraph, until at length it becomes a veritable flood. This is the sort of stuff that's helping Uncle Sam win the war. Contents of this sheet are entirely gratifying in their utter completeness and high grade treatment by both literator and compositor. The displayed columns of the Journal are beautiful—typography being away ahead of the average. Material is modern and each specimen gives evidence of the ad-man's superlative skill. Caslon O. S.—that most adorable of all type faces—predominates in these advertisements and the workman has fully proved his worthiness to use these choice implements of the art preservative. (Exhibits 2 and 3.) The make-up man has only partly caught the idea of the ideal triangular plan of make-up, as advocated by this department. He achieves a triangular form, all right, but in right-hand pages he runs the hypothenuse (or slanting line of the triangle) from the upper left-hand corner to the lower right-hand corner, whereas, just the reverse is proper. These right-hand pages should be designed exactly after the scheme followed so successfully in the left-hand pages.

✧ ✧

My friend, H. J. Metcalf, clever newspaper man, at present holding a responsible position as secretary of the Iowa State Council of Defense, has thoughtfully supplied me with copies of various Des Moines dailies, an examination of which prompts this offer of congratulation to Iowa's capital city for having such a trio of excellent newspapers. The lot includes the Register, the News and the Capital, and while I intend to be too courteous to here publish a comparison of the three

The Gordon Journal

SUCCESSOR TO THE SHERIDAN COUNTY DEMOCRAT

AN INDEPENDENT NEWSPAPER—PUBLISHED THURSDAY—$2.00 PER YEAR IN ADVANCE

VOLUME XXVII GORDON, SHERIDAN COUNTY, NEBRASKA, THURSDAY, FEBRUARY 28, 1918 A. E. CLARK, Ed. & Pub. ESTABLISHED 1891

THIRTEEN MORE MEN CALLED FOR MARCH 6

MAY BE BROUGHT DOWN TO EIGHT

NAMES OF MEN TO GO NOT GIVEN OUT AT THIS TIME

WHY WE FIGHT AGAINST PRUSSIAN AUTOCRACY

GORDON LOSES TO FAST LUSK, WYO., B. B. TEAM

BIG CROWD WITNESSES THE CONTEST

No. 1

TRADE WORK for PRINTERS and PUBLISHERS

Prompt & Efficient Service

Our New Model C Intertype

The JOURNAL of Gordon, Nebraska

No. 2

The NEW MILLINERY

STRAWS:

Black, two-toned and colored. Trimmings of lacquered fruits, flowers and foliages or smart wings. Don't miss this beautiful first showing. All exceptional values

Fashions latest edicts

Many charming creations are now on display at my place

Watch for the Opening Announcement

Mrs. M W. CADY

Gordon's Exclusive Millinery Store

Leedom Building

No. 3

specimens, yet I can truthfully say it would be somewhat difficult to express a preference, they are three such excellent newspapers. This statement refers not merely to news and editorial service, but to mechanical features, also, which form a very important part of modern newspaper making. The mechanical makeup of this trio of Des Moines papers is first class and the ad-work is particularly high grade and pleasing, reminding me that the Iowa capital has within its gates other clever printer-journalists beside my friend, Herbert Metcalf.

✧ ✧

Some thoughtful friend has favored this department with a copy of the Nebraska Printer, "a Nebraska newspaper for Nebraska newspaper men," published at Edgar, Nebraska, by A. D. Scott. While Brother Scott has

been pleased to call his little publication a "newspaper," it is, strictly speaking, in appearances at least, more of a magazine than a newspaper, altho the nature of its contents is admittedly newsy, consisting of the gossip of the state press, including installations of new machinery, sales, leases, special achievements, etc. There is also a department of "Brickbats and Bouquets," in which editorials from the various Nebraska newspapers are quoted. Considerable space is also devoted to the interests of the Nebraska State Press Association, and still other pages are given over to Iowa, Kansas and South Dakota newspaper news. As a whole, the Nebraska Printer is a very interesting and creditable production.

✧ ✧

A close examination of the Macon, Mo., Republican is convincing as to this sheet's excellence as a home weekly. Contents are especially good, the strictly local field being thoroly covered, and this being supplemented by a bright, patriotic editorial page, a department of news-letters from correspondents and other equally first class features. The Republican is a seven-column quarto in size, and all pages are "made in Macon," hence some idea may be had of the service being rendered. The accompanying reproduction (Exhibit 4) may reveal some of the modest neatness of the Republican's front page, which is much better in point of mechanical makeup, I regret to say, than other pages, that of the latter being hardly in accord with the edict of this department. Philip Ganz is editor and publisher of this paper, and his sterling character is disclosed by his New Year resolution appearing at the head of editorial column, which is, in short, to do what he can this year to help the nation win the war against autocracy and serve the people of Macon County and Northern Missouri. A noble resolution, this, typical of the American newspaper man, and worthy!

✧ ✧

Something different in way of a home weekly is this Idaho Springs, Colo., Siftings-News, as will be evident, partially at least, in the reproduction (Exhibit 5). The distinction extrinsic in this specimen amounts to individuality. Note the odd heading and the typographical aspect generally. There's nothing hackneyed about this specimen, yet I cannot pronounce it remarkably attractive. I deplore the displayed advertisements in evidence on the front page of this sheet, as well as the improper manner in which other pages are arranged mechanically; but, in the same breath, I must compliment Brother Stafford upon the excellence of his editorial work. He

Prepare for the worst by preparing for the best. If the so-called worst ever comes you are the better prepared to withstand it, to handle the situation and to really turn it to good account.

IDAHO SPRINGS
SIFTINGS-NEWS
Published at Idaho Springs, Colo. In the Heart of the Rockies

IDAHO SPRINGS, COLO., FRIDAY, OCTOBER 5, 1917 SIFTINGS-NEWS

DEPARTING SOLDIER BOYS ARE GIVEN GREAT OVATION

Denver Printer Logs For Mountain Ranch

Fire Department Joins State Association

COUNTY'S TAX RATE WILL BE REDUCED; ON CASH BASIS

Death Takes Young Wife and Mother

No. 5

exhibits more than ordinary literary talent in his well worded news-stories and bright editorial paragraphs. Only four of this paper's eight pages are printed at home, but these are well printed. The subscription price is $2 per annum and the publisher is a member of the Colorado Press Association, which I feel sure must be a most edifying affiliation, for, taking them as a whole, I know of no other state with so great a per cent of remarkable newspaper men as Colorado.

✧ ✧

Any ad-compositor who takes much interest in his work desires to produce artistic creations; and, if he is

THE MACON REPUBLICAN.

RED CROSS Is Your Name Written There? RED CROSS

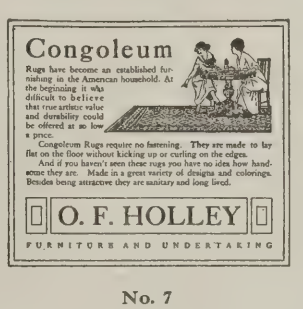
WELFARE OF NATION RESTS ON THE HOME

THE MUD HEN TO HELP WIN THE WAR

SHOULD BE-NO DULL SEASON IN BUSINESS

THREE BIG MISSOURI PIGS FETCHED 'EM

No. 4


Congoleum

Rugs have become an established furnishing in the American household. At the beginning it was difficult to believe that true artistic value and durability could be offered at so low a price.

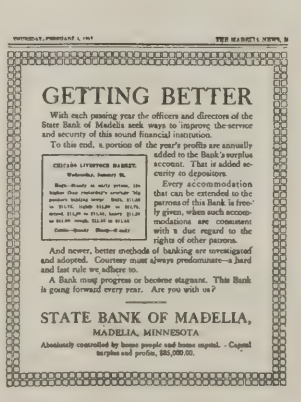
Congoleum Rugs require no fastening. They are made to lay flat on the floor without kicking up or curling on the edges.

And if you haven't seen these rugs you have no idea how handsome they are. Made in a great variety of designs and colorings. Besides being attractive they are sanitary and long lived.

O. F. HOLLEY

FURNITURE AND UNDERTAKING

No. 7


GETTING BETTER

With each passing year the officers and directors of the State Bank of Madelia seek ways to improve the service and security of this sound financial institution.

To this end, a portion of the year's profits are annually added to the Bank's surplus account. That it added security to depositors.

Every accommodation that can be extended to the patrons of this Bank is freely given, when such accommodations are consistent with a due regard to the rights of other patrons.

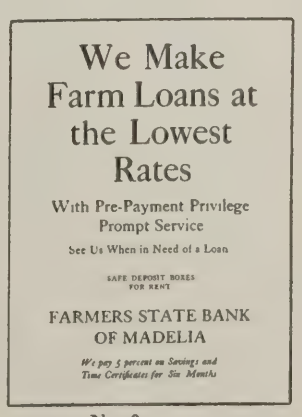
And newer, better methods of banking are investigated and adopted. Courtesy must always predominate—a hard and fast rule we adhere to.

A Bank must progress or become stagnant. This Bank is going forward every year. Are you with us?

STATE BANK OF MADELIA,
MADELIA, MINNESOTA

Absolutely controlled by home people and home capital. - Capital surplus and profits, $85,000.00.

No. 6


We Make Farm Loans at the Lowest Rates

With Pre-Payment Privilege
Prompt Service

See Us When in Need of a Loan

SAFE DEPOSIT BOXES FOR RENT

FARMERS STATE BANK OF MADELIA

We pay 5 percent on Savings and Time Certificates for Six Months

No. 9

not doing so, there's only one reason why he isn't, and that's simply because he doesn't know how. Such a printer is benefited by the sight of good work created by other compositors who have mastered the trick, and for this reason I am showing herewith these three handsome advertisement specimens from The Madelia (Minn.) News. (Exhibits 6, 7, 8.) In examining this trio of ads I want the reader to note, first of all, their exquisite simplicity. Not once has the maker of these pretty designs in type strained after affect. In every instance, on the contrary, even where he becomes seemingly a little fantastic, as in the case of Exhibit 7, the result is extremely natural. The best of these three specimens is Exhibit 8, which I wish every compositor would study closely. This ad is proof that the true artist requires only type and white space to create art composition of the most excellent quality. No ornaments, rules or other embellishment is used.

✧ ✧

A sixteen-page Christmas edition of the Manly (Iowa) Signal has laid on my desk for some months, awaiting consideration, and this is my first opportunity of examining it. The Signal is published by a long-time friend of this department—H. H. Hallett—he of Kensett fame—and this fine holiday edition, with its prosperous burden of advertising, is characteristic of this hustling newspaper man's indefatigable enterprise. An abundance of creditable news matter and other timely stuff was gathered for this edition, which, all in all, was highly pleasing. While scarcely of the art variety, the ads were well gotten up and the paper's pages were well printed. Brother Hallett's editorial page is refreshing in both subject and idioms, and I heartily commend his efforts, and congratulate him upon his success, in the making of this special holiday edition, and in his business generally.

THE OPHEIM OBSERVER

VOL. 2, No. 6 OPHEIM, MONTANA, FRIDAY, NOVEMBER 30, 1917 ONE DOLLAR PER YEAR

THREE OPHEIM COUPLES WED DURING WEEK

KENNEDY WILL TAKE CHARGE OF AUTO CO.

War-Savings Stamps Chance for Everyone to Help Finance War

THORNY FOLKS WED AT COUNTY SEAT

SKELLUMS WILL LEAVE; FRIENDS GAVE PARTIES

"GOD'S COUNTRY" COMING SUNDAY

SOLDIERS IN CAMPS GET PLENTY FOOD

WELL KNOWN FARMER DIES

HUNTING COYOTES; SHOOTS OFF TOE

WILL TAKE POSITION AT FARMERS BANK

LADIES AID GAVE CHICKEN DINNER

Twenty-Five Days Until Christmas

We have an assortment of Cut Glass in the latest patterns—Silverware in the Adams and Sheraton designs—big assortment Aluminum Ware and Pyrex Ware and a lot of other articles that will be ideal gifts for your friends and relatives. Come in early and get first choice.

HICKORY HARDWARE STORE

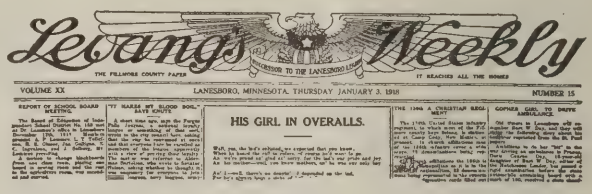
H. Ben Thoreson, Prop.

No. 9

Not every printer can attain the perfection in the mechanical makeup of his first page that Brothers Whetstone & Tait do in their Opheim, Mont., Observer, the front page of which is reproduced herewith as Exhibit 9. The heads are uniform in composition and perfect in balanced position; and, while displayed advertisements on the face of a newspaper must ever be condemned, nevertheless, when they are so typographically striking and pleasing as this one on the Observer's front page, one cannot help admiring them, however much he may disapprove of their position. The various "stories" gathered for this little paper, as indicated by the headings in the accompanying reproduction, indicates a natural gift for the calling, and this fact is no less strongly emphasized in Brother Tait's excellent editorial department. The presswork on this sheet is also pleasingly high grade.

✧ ✧

Levang's Weekly, "the Fillmore County Newspaper," published by Ole M. Levang, at Lanesboro, Minn., began the present year with a new heading, as shown in Exhibit 10. Exhibit 11 is the paper's heading before the change. I think almost everyone concerned will approve of the innovation. Altho, personally, I am ever partial to simplicity in art, the old title line always struck me as entirely too bold and black. There is no



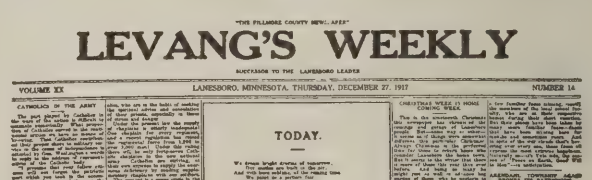
Levang's Weekly

THE FILLMORE COUNTY PAPER

VOLUME XX LANESBORO, MINNESOTA, THURSDAY JANUARY 3, 1918 NUMBER 15

HIS GIRL IN OVERALLS.

No. 10



LEVANG'S WEEKLY

VOLUME XX LANESBORO, MINNESOTA, THURSDAY, DECEMBER 27, 1917 NUMBER 14

TODAY.

No. 11

lack of individuality in the new heading; nor is it so very complex. The American Eagle, with outspread wings, makes a pleasing and patriotic background. Levang's Weekly is one of the few home newspapers reaching me occasionally, whose title partakes also of the publisher's name. Magazines have long been immortalizing the names of their respective owners, as witness, Collier's, Harper's, Hearst's, McClure's, Munsey's, Smith's, etc., so why may the same idea not be successfully applied also in the newspaper field? Brother Levang is a fluent writer and, therefore, doubtless an able thinker—if the former, he must be the latter, for the one is impossible without the other—and his columns are the richer as a consequence.

A NEW BOOKLET ON CUTTING AND CREASING FOLDING BOXES

The National Machine Company, Hartford, Conn., with characteristic enterprise, has just compiled and published an attractive illustrated sixteen-page booklet on Cutting and Creasing, for the benefit of manufacturers of folding boxes, and their pressmen. A copy of this booklet will be sent free by this magazine or the National Machine Company to established box-making concerns, upon request.

[Editorial Note.—Officers of all Press and Printers' organizations are urged to make regular use of this department.]

Western Iowa Editorial Association

THE regular meeting of the Western Iowa Editorial Association was held at Council Bluffs recently. The attendance was rather lighter than usual on account of rush work and shortage of help in many offices, but a good program was given and the meeting was a helpful one.

F. M. O'Furey gave an interesting talk on the $2 weekly. Mr. O'Furey was one of the pioneers in raising his rate and gave the editors some valuable and instructive pointers.

At the afternoon session O. H. Joy of Logan spoke on the relations of the press to the farmer. Mr. Joy is a successful farmer of Harrison County and let the editors know something of what the farmers thought of the newspaper business.

The social features of the convention included an automobile tour of the city and a dinner tendered by the chamber of Commerce Entertainment Bureau at the Grand Hotel.

New officers were elected as follows: A. H. Sniff, Missouri Valley News, president; George F. Morley, Treynor Record, vice-president; L. C. Hatch, Dow City Informer, secretary-treasurer.

* * *

Northwest Missouri Press Association

The twenty-seventh annual meeting of the Northwest Missouri Press Association was held March 8th at St. Joseph.

Discussion of the large amount of free publicity requested by the Government and the State occupied a prominent part of the program.

"Please condense the war stuff and give us the gist of it without so much acreage" was the essence of a resolution passed by the association at the closing session.

Addresses were made by Ewing Herbert of the St. Joseph Stockyards Journal on Smileage Books for the personal use of journalists, and W. L. Robertson of the Gallatin Democrat talked about the gas mask.

Mrs. S. E. Lee, one of the editors of the Savannah Reporter and one of the best known newspaper women in the state, was elected president. Other officers elected were: Ben L. Peery of the Albany Ledger, first vice-president; John Frazier, editor of the Tarkio Avalanche, second vice-president; R. T. Dobyns, of the Oregon Sentinel, corresponding secretary; E. E. McWilliams of the Plattsburg Democrat, recording secretary, and J. P. Tucker of the Parkville Gazette, treasurer.

The association voted to held its next meeting at Maryville in August.

* * *

North Idaho Press Association

Representatives of practically every newspaper in the ten northern counties of Idaho met in Moscow, March 14th and 15th, for the organization of the North Idaho Press Association.

The convention program included a visit to the University of Idaho buildings, grounds and agricultural farm, the plant of the Idaho National Harvester Company, addresses by Edgar B. Piper of the Portland (Ore.) Oregonian; President E. H. Lindley of the University of Idaho, President Thompson of the University of Ohio, and C. E. Arney, western industrial and immigration agent for the Northern Pacific Railway. The publishers were entertained at a noon luncheon at the University of Idaho and a banquet by the Moscow Chamber of Commerce.

Resolutions were adopted condemning the I. W. W. and the Nonpartisan League, pledging loyal support to the Liberty Loan drives, the Red Cross and similar organizations and to the state and county councils of defense, and promising complete disregard of partisan alliance wherever it interferses with duty.

The president and secretary of the Washington State Press Association attended and extended an invitation to the Idaho membership to attend their convention in Spokane, July 18-20.

The following officers were elected: G. R. Scott, Coeur d'Alene Daily Press, president;

A. H. Alford, Lewiston Daily Tribune, vice-president; D. Harold McGrath, Kellogg Review, secretary-treasurer. The above-named, together with R. H. Stevenson of the Wallace Daily Press Times and George F. Barker of the Standpoint Pend d'Oreille Review, form the executive committee.

* * *

Southern Illinois Editorial Association

A meeting of the Southern Illinois Editorial Association was held in St. Louis March 8th and 9th. A committee of three was appointed to draft a resolution raising the annual subscription price of all southern Illinois weeklies to $1.50 a year and the advertising rates to $0.15 an inch.

Officers elected were: W. O. Paisley, Marion Republican, president; George W. Smith, Columbia Star, vice-president; H. L. Frier, Venton Republican, secretary, and J. E. McClure, Carlinville Democrat, treasurer.

* * *

Florida Press Association

Great preparations are being made for the annual meeting of the Florida Press Association, which will convene at DeLand on Wednesday, April 3rd.

DeLand will entertain the visitors the first day, Wednesday, April 3rd; Daytona on Thursday, April 4, and New Smyrna on Friday, April 5th. Each town has arranged a splendid program, and there will not be a dull moment. A large attendance is expected.

The local committee has received a letter from Hon. Richard H. Edmonds, of Baltimore, editor of the Manufacturer's Record, accepting the invitation to be present on this occasion and to respond to a toast at the banquet on the night of Wednesday, April 3rd.

* * *

East Texas Press Association

The East Texas Press Association will meet at Longview April 26-29. The program for the convention will be announced later.

* * *

Big Horn Basin Press Club

The annual meeting of the Big Horn Basin Press Club was held in Billings on Friday and Saturday, March 15th and 16th. An interesting program consisting largely of talks on matters relating to newspaper business was given.

Among topics discussed were the following: "Where Does a News Story End and an Advertising Charge Begin?" "How can We do Our Patriotic Duty and Still Maintain Our Financial Integrity?" "Can We Meet Outside Competition in Bank and County Work, and How?" "How can a Disgruntled Business Man be Won Back to the Right Side of the Ledger?" "Why Thermopolis Hasn't Come Alive to Organization?" "How are News Values Determined and How Should the Story and Headlines be Written?"

* * *

Women's Press Club of Cincinnati

At the March meeting of the Women's Press Club of Cincinnati the following ticket was submitted for nomination:

President (second term), Mrs. Guilelma Day Orr; vice-presidents, Mrs. Lorena E. Schellenbach, Miss Pearl Respess, Mrs. Mamie L. Hammel; recording secretary, Mrs. Eleanor Allen Schroll; corresponding secretary, Miss Clara R. Anderson; treasurer, Mrs. Clara Keck Heflebower; librarian, Miss Julia C. Walsh; federation correspondent, Mrs. Adeline Tatman.

* * *

Wyoming Press Association

If plans now in contemplation are carried out, a meeting of the Wyoming Press Association will be announced at an early date.

* * *

Niagara Falls Press Club

Robert C. Graham was elected president at the annual meeting of the Niagara Falls (N. Y.) Press Club. Others elected were: Vice-presidents, William E. Tuttle, N. Franklin Maddever and Earl W. Waldron; secretary, George R. Bligh; treasurer, Walter Emerson; executive committee, A. C. Deuel, Robert H. Gittins, Ray W. Wagnen, E. T. Williams and George E. Lock.

The press club staged an entertainment for the Canadian soldiers stationed at Niagara Fal's, Ont., Tuesday night.

* * *

Iowa College Press Association

The second annual convention of the Iowa College Press Association was held March 8th and 9th at Cedar Rapids, with an attendance of nearly one hundred delegates, including fifteen from Grinnell College, fifteen from Ames, eight from Iowa and others from Coe, Cornell, Iowa Wesleyan, Upper Iowa, Buena Vista and Iowa State Teachers' College.

It is said to be the only association of its kind in the country.

Among the men who gave addresses were: Walter Battenfield of the Des Moines News, Cyrenus Cole of the Cedar Rapids Republican, President Walter A. Jessup of the University of Iowa, and Frank Thayer, head of the course in journalism at the University of Iowa.

W. Earl Hall, editor of the Daily Iowan of the University of Iowa, was elected president

for the coming school year. The business managers of the college papers represented decided to get together to secure national advertising suitable for a college public.

* * *

Prepare for A. A. C. W. Convention

All of the advertising clubs of the Pacific Coast, including British Columbia, are coöperating with plans for the entertainment of the annual convention of the Associated Advertising Clubs at San Francisco, July 7th to 11th. The convention board of the Advertising Club of San Francisco, in direct charge of the arrangements, believing that the entire coast will benefit from the convention, has asked each of the other clubs to appoint one strong man to serve on an advisory committee, and these appointments are now being made.

* * *

Jasper Co. (Iowa) Press Association

The publishers of Jasper County held an interesting session at Colfax recently.

All the papers of the county were represented save the Kellogg Enterprise and the Monroe Mirror. It was the first time the publishers of the county ever tried to get along together all in the same room for any length of time, but they found that the feat could be accomplished without fatalities. Even the publishers of the Colfax papers who have been jumping at one another's throats for some months, seemed to get along with an alarming success.

J. W. Johnson, publisher of the Colfax Clipper, who called the social meeting, acted as chairman of the informalities and H. B. Morgan of the Baxter New Era, filled the mythical job of secretary. Before adjournment it was decided to form a county organization to be known as the Jasper County Press Association. James R. Rhodes of the Newton Daily News was elected president and C. A. Stephen, of the Colfax Tribune was elected secretary of the Association. A mid-summer meeting will probably be arranged within the next few weeks and a formal program carried out.

* * *

Illinois Suburban Publishers

The Suburban Publishers Association held the second annual banquet and ladies' night at the Hotel Morrison in Chicago.

There was a large and representative gathering of members and their ladies.

After a short business meeting, the party adjourned to the renowned Terrace Garden, where, by the courtesy of the Management of the Hotel Morrison, dinner was served in full view of the excellent evening musical program, and ice skating carnival.

After dinner a special entertainment was enjoyed in one of the private salons.

Everyone present expressed thanks to the entertainment committee on the completeness of the arrangements.

* * *

Postpones Louisiana Press Association

In a letter to the members of the Louisiana Press Association, Savery M. Lewis, Ruston Leader, President, says: "In view of prevalent conditions growing out of the entry of our country into the gigantic struggle to "make the world safe for democracy" and preserve it from the domination of a ruthless, barbarous and despotic autocracy — conditions' necessitating conservation and economy of food, time and labor, to the end that the country's resources and production may be utilized to the greatest possible extent for the support and comfort of the fighting forces of America and her associates in this vital and righteous contest—it has been decided to postpone indefinitely the thirty-ninth annual session of the Louisiana Press Association, which was to have been held at New Iberia, April 15, 16 and 17, 1918.

"This conclusion was unanimously reached by the Executive Committee and officers of the Association after a careful consideration of the situation, and it is believed there will be like unanimity among the members and the press of the State generally in approving the postponement."

* * *

Texas Press Association

The next meeting of the Texas Press Association will be held at Fort Worth May 9 to 11, 1918, with headquarters at Metropolitan Hotel. Following is the program:

President's Annual Address, Sherwood Spotts, Fannin County Favorite, Bonham.

"Value of Modern Equipment in a Country Print-Shop," R. H. Nichols, Record, Vernon; D. R. Hall, Messenger, Gatesville; R. Shuffler, Enterprise, Olney.

"Agricultural Development and Rural Welfare," Dr. Clarence A. Poe, President Progressive Farmer Co., Raleigh, N. C., and Dr. W. B. Bizzell, President A. and M. College, College Station.

"The Gold Medal Contract," Courtland Smith, President American Press Association, New York.

"The Zone Postal Rate," Tom Gooch, Times-Herald, Dallas.

"Should Publishers Accept Long Term Contracts?" G. W. Faulkner, News, Santa Anna.

"Actual Cost of Composition on a Country Weekly," Sam A. Roberts, Free Press, Has-

kell; Will W. Price, News-Mail, Brackett-

"How to Keep Check on Your Country Correspondents," Miss Irene M. Davidson, Record and Chronicle, Denton.

"How I Handle My Picture Show and Automobile Advertising," W. A. Ownby, Light, Waxahachie; T. R. Poole, Herald, Greenville.

"Government Notices; What should be Carried Free," Geo. W. Bowman, Item, Itasca; P. N. Thomas, Wood County Democrat, Quitman.

"Our Experience in Trying to Place Advertising with Texas Publishers; Suggestive Remedies for Delinquencies," J. F. Kempton, Jr., Circulation Manager, Hollands Magazine, Dallas.

"Taking Business from Unrated Advertising Agencies," Dick Harris, Rusk County News, Henderson; Z. Starr Armstrong, News, Garland.

"Subscription Contests and Fake Advertising Schemes," L. B. Russell, Vanguard, Comanche; J. H. Lowry, Honey Grove Signal.

"Side Lines I Use to Add to My Newspaper Income," Thos. T. Waggoner, News, Claude.

"How to Help Your Local Advertiser get His Money's Worth," John E. Cooke, Reporter, Rockdale; W. T. Carter, Killeen.

"The Association—What It is from a Woman's Viewpoint," Mrs. Dolly Buckley, Argus, Texhoma, Okla-Texas.

"The Best Methods of Keeping Employes Interested in Your Business," D. W. Campbell, Mirror, Hillsboro; G. Watford, News, Lufkin.

"Advantages of Prompt Payment of Bills and Business Methods," C. W. Warwick, Randall County News, Canyon; J. A. Phillips, Messenger, Greenville.

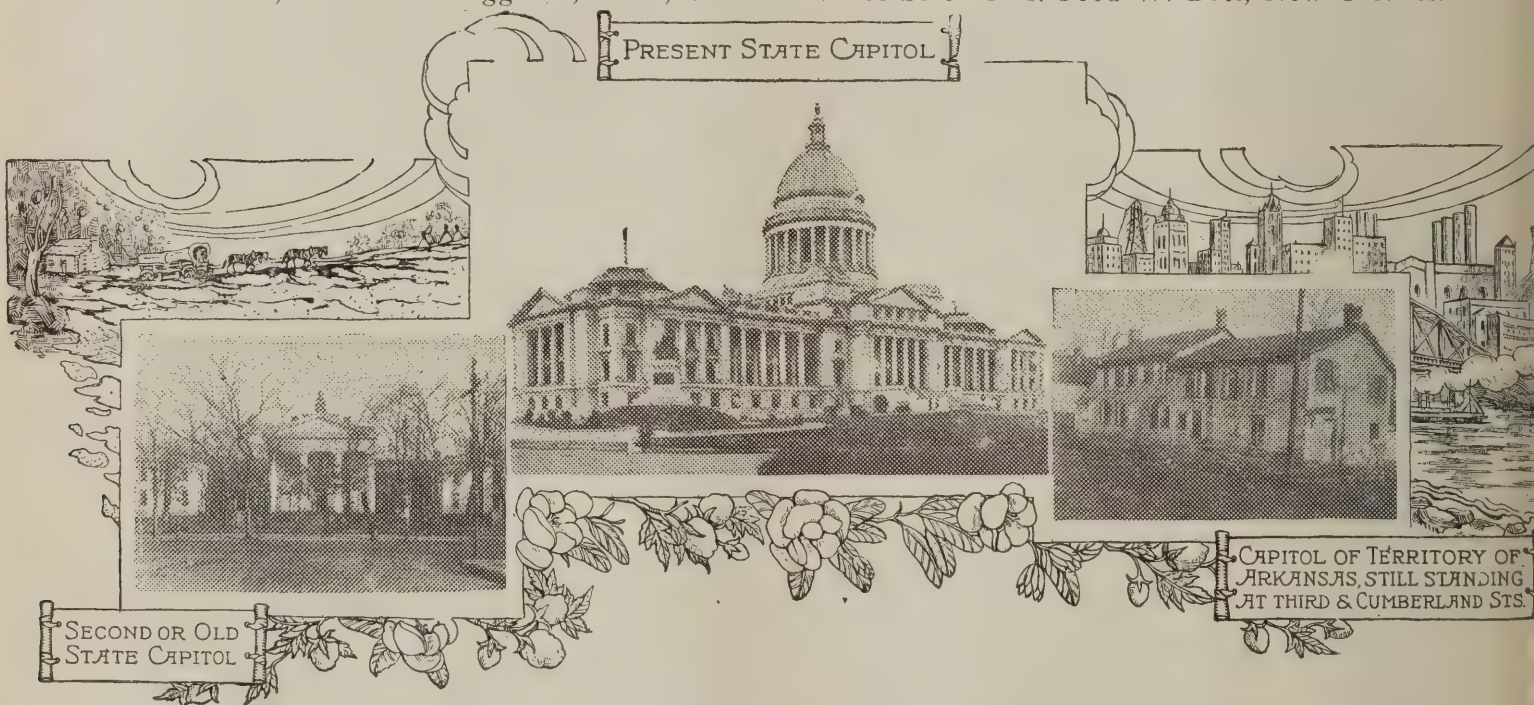
"Clipping from Exchanges: How One May Get a Line on New Advertising by Following Up Leads," F. R. Jamison, Record, Canadian.

"What I Learned at the School of Journalism," Ed P. Angly (Student), Palestine.

"Gathering Society and Local News," Miss Ruth Finch, Courier-Gazette, McKinney.

"My Work—How the Press of Texas Helps Me—Advertising Results," Mrs. J. L. Landrum, Austin.

Vocal Solo—Mrs. Fred W. Bott, New Orleans.


PRESENT STATE CAPITOL
SECOND OR OLD STATE CAPITOL
CAPITOL OF TERRITORY OF ARKANSAS, STILL STANDING AT THIRD & CUMBERLAND STS.

ARKANSAS WILL ISSUE "BOOSTER" MAGAZINE

One issue of a magazine will be issued in honor of the editors visiting Arkansas to attend the National Editorial Association Convention next June. The entertainment committee in Arkansas has been working since last October on plans for the entertainment and opened a headquarters at that time and have an office force at work.

The above illustration shows the title page in reduced size of the "National Editorial Magazine" as the publication for the editors is to be called. The picture is designed to portray the progress made by Arkansas. Governor Brough of Arkansas will tender a reception to the visiting newspaper men in the new State Capitol shown in the middle view.

CONTEMPORARY EXPRESSES APPROVAL

In a recent letter to the editor of the National Printer-Journalist, Mr. C. F. Whitmarsh, editor of "The Printing Art," published at Cambridge, Mass., which is known thruout the trade as the "Fashion Plate of Printerdom," expresses his approval of the National Printer-Journalist in the following words:

"We wish to extend our congratulations on the improved appearance of the National Printer-Journalist, as shown by your February number."

To win the approbation of so high an authority is indeed gratifying and the compliment is most highly appreciated for the additional reason that editors have the reputation of superciliously belittling the efforts of "esteemed contemporaries."

National Editorial Association
Business Administration Department
Conducted by the President of the N. E. A.

IF you are looking for the accomplishment of practical things for the printing trade, make your plans to attend the meeting of the N. E. A. at Little Rock and Hot Springs, Ark., June 3rd. Put your ideas in action. Don't expect the other fellow to do it all. There is too much of the notion of "letting George do it."

* * *

Save the waste. Cut off the deadheads, useless exchanges and delinquents. Print paper, like wheat, is growing scarcer every day. It is up to the publishers to economize. Cut down the pages by setting the matter solid.

* * *

In the last issue of the National Printer-Journalist, Mr. Charles Francis points out that printing is the most important industry in America today, totaling the immense sum of $1,436,000,000. Save the waste and buy thrift stamps.

* * *

We must win the war. It is up to every publisher not only to do his bit but his utmost to back up the boys across the sea.

Canadian publishers are securing print paper at $2.80 and think they are being robbed at that. They ought to move across the imaginery line which separates the two countries and pay double that price as many American publishers have been compelled to do. Only by coöperation can the publishers of this country secure a square deal.

* * *

Officers of the National Editorial Association have been assured that the differential steal between roll and flat paper is to be eradicated, that the Federal Trade Commission prices of print will be announced May 1st. Here's hoping that they will at least be somewhere near fair.

* * *

While in New York and Washington recently your president made some arrangements for the Arkansas session of the National Editorial Association that will make it truly worth the while for every publisher who can get to Little Rock June 3rd. Among the big men being considered for the program are Ex-president Roosevelt, Secretary of the Treasury, W. G. McAdoo, Herbert C. Hoover, the Food Administrator, Frank Sisson, one of the big men of Wall Street, New York; Geo. Clements of El Paso, Texas, who was with General Pershing in Mexico; Mr. Alonzo Taylor of the Food Department at Washington, who has been "Over There"; Dean Williams of Columbia, Mo., President of the World's Press Congress; C. H. Nooney, the brilliant publisher of the Southland, editor of the Memphis, Tenn., Commercial Appeal; Fred Heiskell, managing editor of the Little Rock Gazette; E. E. Whiting of Owatonna, Minn., who knows what it costs to produce a country paper; Allen E. McGowan, who can tell what it is to handle and operate a machine in a country office; Paul W. Brown of St. Louis; Senator Caswell, the able field secretary of the Iowa Press Association; Harvey Ingam of the Des Moines Leader; Thomas J. Tynan, Warden of the Colorado State Penitentiary; Miss Mae Hamilton of Storm Lake, Iowa, and others of note. Following the convention will be a week's outing over the State that will prove a revelation and will include many surprises. It will be a thousand miles filled with receptions and banquets, wonders and fun, an inside into the undeveloped resources of a great state, a visit to the only diamond mines in America, to the rice fields, to the orchards and to the mountain tops.

* * *

The publicity director of the New York Federal Reserve District has added insult to injury in discussing Government advertising by insinuating that such advertising would prostitute the editorial profession, would bribe them. Mr. Emerson has a very low opinion of the loyalty and devotion of the 16,000 publishers of this country who have made greater sacrifices to win the war than any other calling in America. Men who have given their sons, their time and money together with millions of dollars worth of publicity. Such men should be censured and censured severely by President Wilson. Advertising space is a commodity and should be paid for as much as battleships or munitions of war. Mr. Emerson owes an apology to the pen-pushers of America.

NATIONAL PRINTER JOURNALIST
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CHICAGO. ILLINOIS, APRIL 1918

OUR AIM AND PURPOSE

The National Printer-Journalist is devoted to the promulgation of information and suggestions that will make for better business in the printing and publishing industry. It seeks to make of the printer-publisher a better business man and of the employee a better workman, whose efforts will co-ordinate those of his superior in the attainment of more substantial success.

Its editorial policy is positively committed to the furtherance of the best interests of those engaged in the printing-publishing department of the graphic arts industry. The National Printer-Journalist seeks to correlate the activities of all associations which have a positive program for the advancement in the high calling of its members. It is determinedly committed to the fighting of iniquitious and harmful legislation. Unfettered by restrictions of any description, it is able to readily lend its influence for the advancement of that particular division of the great graphic arts industry whose interest it has served for a third of a century.

The moot-question as to what rights the owner of a business has in these days of high-priced labor has many answers. The foreman of a press-room or of the composing-room, the machinist-operator and others whose special knowledge and skill and coöperation are so necessary to the successful conduct of any establishment, are each individually certain that his part in the scheme of things is most important. The "boss" has an easy time of it,—draws a good salary and may face the future with equanimity.

Bolshevikism and socialistic propaganda has engendered a certain amount of distrust and uneasiness and the result is that an unhealthy condition prevails in the trade—particularly in the large cities.

A writer in the Saturday Evening Post tells of how dissatisfaction of this same sort led to a logical, tho rather humorous, conclusion, in Petrograd, Russia, recently:

I knew a printer in Petrograd whose workmen decided that his five thousand dollars a year profit ought to be divided. They organized a committee and notified the printer that they would take over the business. The printer agreed with apparent cheerfulness; secretly he was glad enough to be freed of his business with the inordinate demands of his workingmen. The employes gave a farewell dinner for him on the night he departed for a holiday in the Crimea, which is the Florida of Russia. For a few days the printing shop ran busily. Then came a deadlock. Business ceased coming in. Jobs were nil. The workmen held a meeting and voted that they must have some new orders. The entire crew laid off and canvassed the city for printing jobs. Then they discovered the value of goodwill and the potency of the personality which their former employer had put into his business. Within a few weeks they had telegraphed to the printer to return, on a high salary. He declined. They followed this up with an offer to return to him his entire plant. This he declined. A third telegram begged him to return and let bygones be bygones. "We'll be without jobs if you don't come back" was the gist of the plea. Some weeks ago I saw the windows of this printing shop boarded up; the printer had refused to return."

The case has parallels in America and the narration contains suggestions which will appeal to the thoughtful.

* * *

Rumors have been afloat to the effect that certain branches of the printing industry are to be declared as non-essential, by the National Government. There is probably little foundation for the report because of several facts, among which is the one that so large a number of those who depend upon it for a livelihood are engaged in the industry. The Government at Washington is not so unwise as to throw 515,000 people out of employment, nor will it sanction the discontinuance during the War of an industry whose product in 1914 totaled in value $763,000,000.

England and France, with their much more hazardous positions for facing future conditions, have not found it necessary to discontinue printing and publishing, and America, where intelligence is so high in percentage and among whose people there is so enormous a demand for literature of every description, is still less likely to consider so unwise an action.

Business would be at a standstill within a few months after stopping the rotation of printing presses. Information of absolute necessity to the people would be cut off but a very short time before disastrous results would appear.

The use of literature, price lists, etc., has become so general among business men that an interruption of its circulation would immediately work a hardship. The whole commercial organization would soon be "shot to pieces" and the further purchase of "Liberty Bonds" would be impossible.

The propaganda must be of Germanic origin and can be branded as a Prussian lie, one of those diabolical inventions of black-hearted fiends which threw poor, deluded Russia off its guard and resulted in its demoralization.

NEWS NOTES FROM THE UNITED TYPOTHETAE OF AMERICA

THE executive officers of the United Typothetae of America, President Benj. P. Moulton, First Vice-President Arthur E. Southworth and Treasurer, Fred W. Gage, met in conference at National headquarters on March 15th, to consider important organization matters and to attend to official business.

* * *

The Field Staff was very active during the past month, Representative Miller working in Indiana and Michigan, McGlaughlin in Kansas and Oklahoma, Vance in Pennsylvania and New Jersey and Hillinbrand in California. Printers in all sections of the country are increasing their organization activities, fully realizing that it is only thru organization effort that greater success can come to the industry and the Field Staff of the National organization is doing wonderful work in assisting these printers in the various localities.

* * *

Revisions to the Standard Price List were mailed about a month ago to holders of this book issued by the United Typothetae of America, and if any printers have not received revisions they are requested to so notify National headquarters, 550 Transportation Building, Chicago, Illinois, when revisions will be promptly furnished them.

* * *

Members of the United Typothetae of America operating the Standard Cost System are urged to send to National headquarters, as quickly as they possibly can, their statement of cost production for the year 1917. Considerable detail work is involved in recording these individual reports because they all must be handled from analytical standpoint and members will be conferring a favor which will be greatly appreciated by the Cost Commission if they will send in their cost statement at the earliest possible moment.

* * *

Within the past month many requests have been received from the members for copies of the book, Classification of Bindery Operations and Operation Numbers. This is a treatise showing records of bindery production and explaining a Standard method of recording output which should be in operation in all the plants of members conducting binderies. This treatise will be sent to members who will coöperate with the organization in collecting these production statistics.

Secretary Joseph A. Borden has been spending the past few weeks in the Central States in the interest of the Three Year Coöperative Plan. Wherever Secretary Borden appears, he is most enthusiastically received by not only the printers, but those comprising the allied industries which is an indication of the interest manifested in the Three Year Plan about to be put into effect.

The United Typothetae of America School of Printing at Indianapolis has just recently been loaned two additional linotype machines by the Mergenthaler Linotype Company. This will greatly facilitate the teaching of machine composition at the school. Mr. Wm. F. Fell of Philadelphia, President of the Wm. F. Fell Co., also President of the Typothetae of Philadelphia, presented the school with a large fireproof safe. This gift is greatly appreciated, for it fills a long-felt want. Supt. T. G. McGrew of the School gratefully expresses his appreciation of the actions of the Mergenthaler Company and Mr. Fell, in which he is joined by the officers of the organization.

The Law Will Not Countenance Fraud

The trade-mark law refuses to countenance or support fraud or misrepresentation of any kind. Many products that have been widely advertised have been regarded as trade names that could not be registered, because they purported to be what they were not. One title was known as "American Sardines." The cans contained proof that they were not sardines. This was regarded as a misrepresentation, and registration was refused. However, this name would have been refused registration on the grounds that it was descriptive. There was a soap known as "Old Country Soap." The inference was that it was a soap made in Europe. As a matter of fact, it was made in America. But because it was descriptive in its title, it was refused registration. When application is made for the registration of a trade-mark, the applicant has to take his oath that every statement he makes is true and that he is honest in all his claims. There have been a good many cases where trade-marks that have been registered were later considered as invalid because they had been secured on misrepresentation.

TRADE-MARK MIX-UPS AND SUNDRY WAYS OUT

By L. W. Mida, President Mida's Trade Mark Bureau, Chicago *

Article Six

Various Kinds of Infringement

THERE are several different classes of infringement. Some of them pertain strictly to goods of the same kind. Thus, if some one else came out with a name similar to Uneeda covering bakery goods, it would be a distinct infringement. But a company might have a line of crackers it did not call Uneeda. It might call them by any other name, and still imitate the Uneeda package in size, color or general design.

A trade-mark may have a similar sound to other words and yet not be spelled the same. But if there is any infringement in the sound, then the trade-mark would be considered invalid. There are oral infringements and colorable infringements, and sometimes there are infringements where a name is only remotely similar.

It may be the original name has been so widely advertised and is so well known that it is apparent that the object back of the infringing name is to intimate that the original company is back of the new product!

There are Educator biscuits. An application was made to use the name Educator for a brand of fish. It was refused. Fish and crackers are certainly not in the same classification, and yet the Educator cracker was so well known that it was decided that the use of the word Educator in conjunction with fish would intimate that the Educator Cracker people were instrumental in putting out this special brand of fish.

There is a brand of soap, known as the Welcome soap. There is also another manufacturer of soap. His name is Welcome A. Smith. He devised a trade-mark which used his name. However, the word Welcome stood out alone, and the A. and Smith were smaller letters underneath the word Welcome. It was held that this was an infringement, but while Mr. Smith had a perfect right to the use of his own name, he had no right, however, to imitate the trade-mark of his competitor.

One infringement case was based on a gas mantle. One was known as the Yusea, and the other was known as U. C. A. While there was no similarity in the appearance of the two, there was every similarity when it came to pronunciation. They were infringements.

It was contended in refusing the U. C. A. trade-mark that when the customers ask for the other gas mantle, they would pronounce it You-See-A. This had exactly the same sound as the capital letters used by the other company.

A piano manufacturer put out an instrument and called it Steinberg. It was held by the court that this was an infringement of the trade-mark, Steinway. But to show how carefully the law draws its conclusions, let us take the case of the Singer Sewing Machine. When the patents on the Singer Sewing Machine expired, they took the contention that they still owned the trade-mark rights to the name Singer.

But the court held that the name belonged to the machine itself, and so long as the patent had expired, the name Singer also became public property.

In other words, to have continued to protect the word Singer after the expiration of the patent would have worked substantially as a continuation of the patent rights. This was contrary to law.

While an individual certainly has the right to use his name in business, he has not the right to use it if it will deceive the public. There are many instances where products have been put out under some personal name, and others having the same name have put out the same class of products. This would constitute infringement. It is considered to be unfair trade.

There are indeed numerous cases of infringement that may not be traced to intent. It is well known in the Patent Office that applications will be made frequently for substantially the same patents and sometimes for identically the same patents by several different persons residing in different parts of the country. There is no reason to believe that these people have been cheating one another. There is not any reason to believe that one has known what the others were doing. But it does happen that people conceive the same ideas at the same time. And this occurs also in trade-marks. Therefore, without any intent to defraud, without any intention of infringing the trade-mark rights of another, another person might conceive identically the same idea.

An Easy Place to Lose Money

Now, we must bear in mind that a federal trade-mark is not possible unless the trade-mark

*[It is with this old-established Bureau—the largest in America—that this publication has arranged to furnish Free Searches of Trade Marks for our advertisers and paid subscribers.—Editor.]

has been in use. You can not tell Uncle Sam that you intend to use a certain trade-mark, and expect to have it registered. You must already be using it. It follows that the trade-mark you have adopted should be of a nature that coincides with the requirements of the law of 1905.

It also follows that the trade-mark you devise should not be pre-empted by somebody else. You may go ahead and use a trade-mark for months, only to learn that it can not be registered, and that, in fact, it is the property of somebody else. It is an infringement. All of the money you have put into your printed matter, into your sales work, into your advertising has been gambled with.

A good deal of that money has been lost, because you are obliged to refrain from further use of that trade-mark. Yet there are several persons in different parts of the country who conceive the same patent at the same time. So may a great many conceive the same trade-mark at the same time. They all start to use it, and, when it comes to registration of that trade-mark, only one is going to be successful. It may even prove to be the case that a trade-mark has already been in use for years, and every one of these conceptions is an infringement.

But it may also happen that a trade-mark has not been registered at Washington, but that it is still proteced by common law righs. It is very important to know just where you stand before you begin to use a trade-mark; or if you have already been using one, it is important to learn where you stand without continuing to put money back on that trade-mark.

Mida's Trade-Mark Bureau could cite a great many instances where manufacturers, jobbers, and packers have had enormous quantities of labels prepared showing their trade-mark. Perhaps they have spent hundreds of dollars, and then when it comes to making an application for registration, they find that the trade-mark is not registrable, or they may find that it is an infringement on some trade-mark that has already been registered. Or it may be an infringement on some trade-mark that is held under common law rights. And remember, the law of 1905 in no way interferes with the common law rights! [To be Continued]

"THE OFFICIAL BULLETIN" MEETING A NEED

Owing to the enormous increase of Government war work, the governmental departments at Washington are being flooded with letters of inquiry on every conceivable subject concerning the war, and it has been found a physical impossibility for the clerks, tho they number an army in themselves now, to give many of these letters proper attention and reply. There is published daily at Washington, under authority of and by direction of the President, a Government newspaper—The Official U. S. Bulletin. This newspaper prints every day all of the more important rulings, decisions, proclamations, orders, etc., etc., as they are promulgated by the several departments and the many special committees and agencies now in operation at the National Capital. This official journal is posted daily in every postoffice in the United States, more than 56,000 in number, and may also be found on file at all libraries, boards of trade and chambers of commerce, the offices of mayors, governors, and other federal officials. By consulting these files most questions will be found readily answered; there will be little necessity for letter writing; the unnecessary congestion of the mails will be appreciably relieved; the railroads will be called upon to move fewer correspondence sacks, and the mass of the business that is piling up in the Government departments will be eased considerably. Hundreds of clerks now answering correspondence will be enabled to give their time to essentially important war work, and a fundamentally patriotic service will have been performed by the public.

EMPLOYES GIVEN LIFE INSURANCE POLICIES

Employes to the number of 115, who have been employed more than three months by Desaulniers & Co., Moline, Ill., were presented with a New Year's greeting in the form of a $500 life insurance policy, which policy adds $100 to the principal every year until the sum of $1,000 is reached. As long as the insured remains in the employ of this company the premiums are paid by the company and upon the death of the insured, the principal sum, plus all earnings, is paid to the beneficiary. Desaulniers & Co. is the second company to give out insurance policies to its employes during the holidays. The Travelers' Insurance Company of Hartford, Conn., wrote these policies, one feature of which is that in event the insured is permanently disabled before reaching the age of sixty, the full amount of the policy will be paid to him in five annual installments.

NOTICE OF REMOVAL

The Wanner Machinery Co., A. F. Wanner, Proprietor, now located at 703 S. Dearborn St., Chicago, announce their removal May 1st to 714-716 S. Dearborn Street, across the street from their present location. With larger quarters, improved service can be given to all buyers of printing and binding machinery.

REPLY OF MR. FRANCIS TO DIRECTOR ROGERS

New York, N. Y., April 13, 1918.

The National Printer-Journalist, 4618 Ravenswood Avenue, Chicago, Ill.

Dear Mr. Herbert:

I have carefully gone over the letter, dated April 6th, of Director of the Census, Mr. Samuel L. Rogers, and have come to the conclusion as to three items.

The first is that there is no disagreement or denial of the figures, but only in their arrangement.

The second is that Mr. Rogers not being in the printing business does not get the angle of view which we who are personally interested in the business necessarily see very readily.

The third is that I feel sure that Director Rogers will give us a full consideration and that our place will be assured in the next census on the same basis as other industries.

I feel that even Director Rogers agrees that our arguments are correct and in accord with the figures contained in the census. Yours truly, CHARLES FRANCIS.

ENGRAVER PERFECTS SIMPLE COST SYSTEM

Geo. H. Benedict of the Globe Engraving & Electrotype Company, Chicago, has made a special study of costs as applied to the engraving and electrotyping business for a number of years, and recently has developed a method of calculating costs in connection with the production of printing. Whether or not the readers of the National Printer-Journalist agree with the method by which Mr. Benedict arrives at his conclusions, there is no doubt that the consideration of his points will prove of interest. Where other and more exhaustive methods of cost accounting and estimating have NOT been installed, there is possibility of Mr. Benedict's plan working out to the advantage of one who adopts it. In a recent article, Mr. Benedict said:

"To understand any cost system there are certain fundamental facts that must be fixed in the mind, namely:

1. A printer is a manufacturer, making things to order only, and as such has but two commodities to sell—labor and material.

2. A considerable portion of the printer's operating expense is for work that has nothing directly to do with the actual production of the things he manufactures.

3. The use of the equipment, the time and skill of the producing employes, and the material consumed are what he sells.

4. The charge for the article delivered must be sufficient to cover these items, **and every other expense, and make the profit.**

5. Only actual work on a job is productive and chargeable.

6. The chargeable labor is the time of every man, woman, boy or girl who works on the job.

7. The proportion of the labor-cost that is chargeable to the total cost of operating the business must be the basis of he cost charges.

8. The non-productive labor, and all other operating expenses, must be included in the hour-cost of the productive labor. There is no other way of getting these expenses into the cost of the work.

9. The idle or unsold hours must also be considered in arriving at the hour-cost. You pay your men for forty-eight working hours a week. How many hours of actual work do they deliver?

10. The material should always be charged at a percentage above cost.

"In the printing business it is found that for every dollar paid to productive labor ninety cents must be added to cover the overhead expenses, also that the idle or non-productive time is a constantly varying factor. Less than ten per cent non-productive time is unusual, while more than thirty per cent unsold hours is frequent. The surest thing we know is that if a man is paid $20 a week, we must add $18.00 a week to his wages to cover the overhead expenses. We can only guess as to how many productive hours he will put in next week, but if we conjecture that he will not average more than thirty-eight chargeable hours a week the year round, we are only allowing for twenty per cent non-productive time, while the records of short periods often show double that amount.

"Basing the hour-cost on thirty-eight sold hours allows for ten non-productive hours a week—one hour and forty minutes a day. If you have more it may be your own fault; if you have less you are to be congratulated.

"Thirty-eight dollars a week for thirty-eight hours is one dollar an hour for a twenty-dollar-a-week man.

"Now then—if you have no cost system we assume that it is for no other reason than that you dread the extra work, the mental drudgery and the hours of figuring to get the averages, and we assume you will welcome a system so thoroly simple that there will be neither objectionable work nor cost in its complete operation.

"The cost system here offered is so simple that there can be no reasonable excuse for not knowing the cost of every completed job. It requires no preliminary figuring—all that you will need for a complete record of the cost of every job you turn out is—

1. A job register, which may be a plain blank-book.
2. A summary of cost, printed on the back of the job ticket.
3. A daily time report for the workmen.
4. The cost calculator.

"The cost calculattor is a ready reckoner. Just as a wage table is a ready reckoner that tells you the amount to pay a man for a definite period of time, the cost calculator tells you the entire cost for that same period of time. It gives the cost of the time put in—from five minutes to any number of hours—at wages from $6 to $50 a week. The figuring has been done for you.

"The most necessary feature of any cost system is to have each workman keep a daily time report and put down the exact time put in on each job, which must be transferred to the summary of cost on the back of the job ticket.

"If the cost calculator seems to give the hour-cost too high or too low, remember this—the cost calculator is based on a year's average, not in one plant, but in many. You will have good and bad months before you can strike an average. The good months must make up for the bad months.

"The simple cost system is ready for use. It is self-starting—no expert accountant is needed—no special books—no change in your bookkeeping. All that is needed besides the cost calculator and the printed blanks is a list of employes with the wages paid each, increased by the proper amount to cover the cost of the machine used—$2 a week for each $1,000 of cost. The cost calculator will be automatic, because if you find it too high or too low, you can change it by simply changing the figures in the column showing the wages per week.

"Note this—the cost calculator can be used as a ready reckoner in connection with the Ben Franklin, United Typothetae or any other standard, scientific, or home-made cost system by writing the name of the department in the 'Wage per Week' column, on the line where the cost for one hour agrees with the average cost in that department.

"Be wise—get busy—know your cost. It will stop the leaks, the losses and the guesses, and show you exactly what you should charge for your product.

"The man who does not know and will not learn the cost of the goods he sells is a menace to the business, dishonest to himself and disloyal to his family."

LABOR-COST CALCULATOR

Based on the wages paid and increased to cover the overhead expenses and non-productive time.

For machine work add to the Operator's wage $2.00 per week for each $1,000 of the cost of the machine used. The Cost Calculator is a ready-reckoner that gives at a glance the cost of every period of time from 5 minutes to any number of hours at wages from $6.00 to $50.00 per week. Having the Cost Calculator, a list of employes with the wages paid each increased by the proper amount to cover the cost of the machine used, a Job Ticket, a Daily Time Report of all chargeable labor, and a Summary of Cost of labor and material constitutes a simple and practical Cost System and a means of knowing the cost of every completed job.

MINUTES											Wage per	HOURS								
5	10	15	20	25	30	35	40	45	50	55	Week	1	2	3	4	5	6	7	8	9
.03	.05	.08	.10	.13	.15	.18	.20	.23	.25	.28	$ 6	.30	.60	.90	1.20	1.50	1.80	2.10	2.40	2.70
.03	.06	.09	.12	.15	.18	.21	.24	.27	.30	.33	7	.35	.70	1.05	1.40	1.75	2.10	2.45	2.80	3.15
.04	.07	.10	.14	.17	.20	.24	.27	.30	.34	.37	8	.40	.80	1.20	1.60	2.00	2.40	2.80	3.20	3.60
.04	.08	.12	.16	.19	.23	.27	.31	.34	.38	.42	9	.45	.90	1.35	1.80	2.25	2.70	3.15	3.60	4.05
.05	.09	.13	.17	.21	.25	.30	.34	38	.42	.46	10	.50	1.00	1.50	2.00	2.50	3.00	3.50	4.00	4.50
.05	.09	.14	.19	.23	.28	.33	.37	.42	.46	.51	11	.55	1.10	1.65	2.20	2.75	3.30	3.85	4.40	4.95
.05	.10	.15	.20	.25	.30	.35	.40	.45	.50	.55	12	.60	1.20	1.80	2.40	3.00	3.60	4.20	4.80	5.40
.06	.11	.17	.22	.28	.33	.38	.44	.49	.55	.60	13	.65	1.30	1.95	2.60	3.25	3.95	4.55	5.20	5.80
.06	.12	.18	.24	.30	.35	.41	.47	.53	.59	.65	14	.70	1.40	2.10	2.80	3.50	4.20	4.90	5.60	6.30
.07	.13	.19	.26	.32	.38	.44	.51	.57	.63	.70	15	.75	1.50	2.25	3.00	3.75	4.50	5.25	6.00	6.75
.07	.14	.20	.27	.34	.40	.47	.54	.60	.67	.74	16	.80	1.60	2.40	3.20	4.00	4.80	5.60	6.40	7.20
.07	.14	.22	.29	.36	.43	.50	.57	.64	.71	.79	17	.85	1.70	2.55	3.40	4.25	5.10	5.95	6.80	7.65
.08	.15	.23	.30	.38	.45	.53	.60	.68	.75	.83	18	.90	1.80	2.70	3.60	4.50	5.40	6.30	7.20	8.10
.08	.16	.24	.32	.40	.48	.56	.64	.72	.80	.88	19	.95	1.90	2.85	3.80	4.75	5.70	6.65	7.60	8.55
.09	.17	.25	.34	.42	.50	.59	.67	.75	.84	.92	20	1.00	2.00	3.00	4.00	5.00	6.00	7.00	8.00	9.00
.09	.18	.27	.36	.44	.53	.62	.71	.79	.88	.97	21	1.05	2.10	3.15	4.20	5.25	6.30	7.35	8.40	9.45
.10	.19	.28	.37	.46	.55	.65	.74	.83	.92	1.01	22	1.10	2.20	3.30	4.40	5.50	6.60	7.70	8.80	9.90
.10	.20	.29	.39	.48	.58	.68	.77	.87	.96	1.06	23	1.15	2.30	3.45	4.60	5.75	6.90	8.05	9.20	10.35
.10	.20	.30	.40	.50	.60	.70	.80	.90	1.00	1.10	24	1.20	2.40	3.60	4.80	6.00	7.20	8.40	9.60	10.80
.11	.21	.32	.42	.53	.63	.73	.84	.94	1.05	1.15	25	1.25	2.50	3.75	5.00	6.25	7.50	8.75	10.00	11.25
.11	.22	.33	.44	.55	.65	.76	.87	.98	1.09	1.20	26	1.30	2.60	3.90	5.20	6.50	7.80	9.10	10.40	11.70
.12	.23	.34	.46	.57	.68	.79	.91	1.02	1.14	1.25	27	1.35	2.70	4.05	5.40	6.75	8.10	9.45	10.80	12.15
.12	.24	.35	.47	.59	.70	.82	.94	1.05	1.17	1.29	28	1.40	2.80	4.20	5.60	7.00	8.40	9.80	11.20	12.60
.13	.25	.37	.49	.61	.73	.85	.97	1.09	1.21	1.34	29	1.45	2.90	4.35	5.80	7.25	8.70	10.15	11.60	13.05
.13	.25	.38	.50	.63	.75	.88	1.00	1.13	1.25	1.38	30	1.50	3.00	4.50	6.00	7.50	9.00	10.50	12.00	13.50
.13	.26	.39	.52	.65	.78	.91	1.04	1.17	1.30	1.43	31	1.55	3.10	4.65	6.20	7.75	9.30	10.85	12.40	13.95
.14	.27	.40	.54	.67	.80	.94	1.07	1.20	1.34	1.47	32	1.60	3.20	4.80	6.40	8.00	9.60	11.20	12.80	14.40
.14	.28	.42	.56	.69	.83	.97	1.11	1.24	1.38	1.52	33	1.65	3.30	4.95	6.60	8.25	9.90	11.55	13.20	14.85
.15	.29	.43	.57	.71	.85	1.00	1.14	1.28	1.42	1.56	34	1.70	3.40	5.10	6.80	8.50	10.20	11.90	13.60	15.30
.15	.30	.44	.59	.73	.88	1.03	1.17	1.32	1.46	1.61	35	1.75	3.50	5.25	7.00	8.75	10.50	12.25	14.00	15.75
.15	.30	.45	.60	.75	.90	1.05	1.20	1.35	1.50	1.65	36	1.80	3.60	5.40	7.20	9.00	10.80	12.60	14.40	16.20
.16	.31	.47	.62	.78	.93	1.08	1.24	1.39	1.55	1.70	37	1.85	3.70	5.55	7.40	9.25	11.10	12.95	14.80	16.65
.16	.32	.48	.64	.80	.95	1.11	1.27	1.43	1.59	1.74	38	1.90	3.80	5.70	7.60	9.50	11.40	13.30	15.20	17.10
.17	.33	.49	.66	.82	.98	1.14	1.31	1.47	1.63	1.79	39	1.95	3.90	5.85	7.80	9.75	11.70	13.65	15.60	17.55
.17	.34	.50	.67	.84	1.00	1.17	1.34	1.50	1.67	1.83	40	2.00	4.00	6.00	8.00	10.00	12.00	14.00	16.00	18.00
.18	.35	.52	.69	.86	1.03	1.20	1.37	1.54	1.71	1.88	41	2.05	4.10	6.15	8.20	10.25	12.30	14.35	16.40	18.45
.18	.35	.53	.70	.88	1.05	1.23	1.40	1.58	1.75	1.93	42	2.10	4.20	6.30	8.40	10.50	12.60	14.70	16.80	18.90
.18	.36	.54	.72	.90	1.08	1.26	1.44	1.62	1.80	1.98	43	2.15	4.30	6.45	8.60	10.75	12.90	15.05	17.20	19.35
.19	.37	.55	.74	.92	1.10	1.29	1.47	1.65	1.84	2.02	44	2.20	4.40	6.60	8.80	11.00	13.20	15.40	17.60	19.80
.19	.38	.57	.76	.94	1.13	1.32	1.51	1.69	1.88	2.07	45	2.25	4.50	6.75	9.00	11.25	13.50	15.75	18.00	20.25
.20	.39	.58	.77	.96	1.15	1.35	1.54	1.73	1.92	2.11	46	2.30	4.60	6.90	9.20	11.50	13.80	16.10	18.40	20.70
.20	.40	.59	.79	.98	1.18	1.38	1.58	1.77	1.96	2.16	47	2.35	4.70	7.05	9.40	11.75	14.10	16.45	18.80	21.15
.20	.40	.60	.80	1.00	1.20	1.40	1.60	1.80	2.00	2.20	48	2.40	4.80	7.20	9.60	12.00	14.40	16.80	19.20	21.60
.21	.41	.62	.82	1.03	1.23	1.43	1.64	1.84	2.05	2.25	49	2.45	4.90	7.35	9.80	12.25	14.70	17.15	19.60	22.05
.21	.42	.63	.84	1.05	1.25	1.46	1.67	1.88	2.09	2.30	50	2.50	5.00	7.50	10.00	12.50	15.00	17.50	20.00	22.50

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THE NEXT MEETING OF THE NATIONAL EDITORIAL ASSOCIATION

By George Schlosser, Wessington Springs, S. D.

THE Thirty-third Annual Meeting of the National Editorial Association will be assembled at Little Rock, Arkansas, at 9:30 A. M., June 3rd.

In this preliminary announcement it is possible to give all the information pertaining to program and the outing which is planned at the close of the meeting, but it is important that you should know something of the arrangements and expense in order that you may be able to do some intelligent figuring, if you intend being present, and we hope that it is your purpose this year to take an active part in the program which is now in course of preparation and contains some surprises for the newspaper men of America.

President Hotaling has been busy ever since the close of the meeting last year looking for talent. He has many excellent men and women of national prominence engaged, but there are so many conflicting circumstances affecting some of these people, on account of their connection with this world war, that it is not possible to announce the literary program until Mr. Hotaling feels absolutely certain there can be no disappointments.

Within two or three weeks of the date of the meeting a detailed program will be mailed to each person registering, which will not only give the names of all the speakers, subject of course to extraordinary circumstances, but will also contain the itinerary, with invaluable information to those making the trip.

Present indications lead the secretary to predict that this will be the largest meeting of newspaper men ever assembled under one roof. The activities of the president, Mr. Hotaling, in extending the membership during the past year has caused an increased interest in the Association that is everywhere manifest. The work of the legislative committee has been of such a character as to be of great benefit to the publishers. In fact, the activities of the Association as a whole have been of such nature as to cement the interests represented by the publishers and it is now up to the publishers of the country to show their faith and appreciation by aiding in every way these servants and especially to encourage them by attendance and other substantial support, for without full coöperation we cannot obtain relief from the oppressive burdens now upon us.

It is not necessary to discuss this matter in my announcement as you are undoubtedly advised thru the trade papers of the work that has been done.

The Arkansas publishers have organized for the Association's visit and I want you to know something of their plans, altho not fully matured. Aside from the functions locally incident to the assembling of the Association you will spend three days at Little Rock. You are to be entertained in many ways. Camp Pike is to be visited. You will tour Pulaski and Lonoke Counties over rock roads, visiting the great cotton and rice fields of Arkansas.

When we leave Little Rock for Hot Springs it is planned that you will visit en route the greatest aluminum mines in the world and the famous Niloak pottery plant.

At Hot Springs you are again scheduled for a lot of informal functions. A climb to the top of Hot Springs Mountain for a sunrise breakfast is to be an event in the editors' career of unusual occurrence. You will enjoy a trip up the elevator of the steel observation tower. Inspection of the world famous hot springs with their radium impregnated waters. These springs are rarely open for public view. But everything in Hot Springs will be open to the editors. Also a tour of the Army and Navy Hospital.

In fact your time will be so occupied with pleasure and amusement it will tax your energy if you take it all in.

On Sunday, June 9th, the editors will occupy various pulpits at Hot Springs.

On Monday morning, June 10th, the Association will leave by special train on a tour of the State, visiting besides the points of interest already mentioned, the aviation camp, the only diamond mine in the western hemisphere, the largest peach orchard in the world and the biggest lumber mill in the United States. With the trip so planned that all will occupy sleepers on this journey by night and during the day time be the guests of cities visited.

Many of you have enjoyed similar courtesies on former occasions and will understand what this means.

In the itinerary to follow this will be elaborated upon. Arrangements are being made for a very large crowd. However, it stands you in hand if you intend going to the convention and want to make this pleasure jaunt to get your registration to the secretary early, giving names of those in your party, in order that ample accommodations may be provided.

The Association headquarters while in Little Rock will be at The Marion. At Hot Springs at The Arlington. Hotel rates quoted vary from $1 to $3 and $4, European. The rates from Little Rock are very reasonable and will be given in detail later.

Railroad arrangements are not yet complete, but I am able to announce that the all-year-round special rates to Hot Springs will prevail if we do not get further concessions. These rates are readily obtainable at your local station, but to illustrate a few points are named. Round trip from Chicago, $30.94; St. Louis, $17; Kansas City, $25.40; Des Moines, $33.42; Minneapolis, $44.75, plus 8 per cent war tax.

For the assembling of units, special trains and special sleeping car service, ample provision is assured. At least one special train and possibly two, are assured at this time, with every convenience. Initial points and official railroad route is not announced because of a desire to be more specific and hence this will be fully covered at least two weeks before you are ready to leave your home and possibly much earlier thru private communication with the secretary. Indications at this time are favorable to any reasonable demands for the movement of our party.

The cost of this trip is of course all important. Using the points named as a basis for calculating, you will be able to attend and enjoy the outing at an expense right around $100. The outing is to be almost entirely complimentary. Each individual will have to pay sleeping car accommodations, and as cars will be chartered this will be nominal.

Dues and membership are $2 for each person unless the membership comes thru the affiliation of your local

or state association. In that case the membership costs only 50 cents. Every newspaper man should be a booster and see to it that his Association affiliates.

The association fee to those attending remains at $5, except that all ladies in the party and children under 12, will be taxed $2 each.

Membership and Association fees should be forwarded to the secretary in advance. If you find within ten days of your departure that you cannot be present, your fees advanced will be returned to you on request.

To avoid confusion and to ascertain accurately just who is in our party and to provide the information for a published list to be distributed to each person present, this is very important.

Just one further suggestion. Don't worry if everything is not perfectly clear to you, but write the secretary. The first thing for you to do is to make up your mind affirmatively. Send on your dues and fees. This will register you and your party and before you leave for the meeting I will place in your hands every detail clearly stated, and then, if you find you cannot attend or there is anything not plain enough for you to understand, ask questions.

Your advance deposit is important. The number in your party is important. The name of each person should be plainly written together with newspaper connection, etc.

Remember the date and get busy for the greatest and most patriotic gathering ever assembled. Also please note change in my address.

Fraternally yours,
GEO. SCHLOSSER,
Secretary.

Wessington Springs, S. D.,
March 25, 1918.

A DECISION OF IMPORTANCE TO THE NEWSPAPER TRADE

The Circuit Court of Appeals of the District of Columbia has just returned a decision in a patent case, which is of great importance to the newspaper trade.

Under this decision a patent is awarded to Henry A. Wise Wood, upon a stereotype plate finishing device connected with a cooling device. This decision is the outcome of a lengthy litigation, and finally places in Mr. Wood's hands the exclusive right to make a complete, connected, plate finishing and cooling machine. The contest has been between Mr. Wood, the inventor of the Autoshaver, and R. Hoe & Co., the makers of the Automatic Plate Finishing machine, which was invented by McConnell, and which is affected by this award. Messrs. Wood & O'Connell both claimed priority of this invention, which the court now awards to Mr. Wood.

Mr. Wood states that all machines now in use in which plates are finished and cooled infringe his right.

EFFICIENT MACHINERY FOR PHOTO-ENGRAVERS AND OTHERS

Seldom has the character, or personality, of a firm been so satisfactorily expressed in its printed matter as is that of John Royle & Sons by their recently-issued "Catalogue No. 300." Outwardly modest in appearance and dimensions; inwardly it is a veritable treasure-store of beautiful halftone engravings, admirable typography, and valuable information. In its 296 printed pages are more than 200 illustrations, all printed on the highest quality of super-coated stock, and in themselves of unusual interest to printers and engravers. No expense was spared to make this catalogue the best possible for its purpose, and the result is worthy of the aim.

Those familiar with the Royle organization will recognize, at every turn, the high ideals, indomitable energy, and unusual talents of Vernon Royle—the President and Manager—who not only designs and builds superior machines, but is equally clever at illustrating and describing them. Many of the photographs, especially those of historical interest, were taken by him personally; and all of the work has been performed under his direct supervision; the whole representing some fifteen years of planning and preparation.

In this catalogue are shown for the first time, a number of machines invented and developed by Mr. Royle within recent years, to meet requests from prominent engraving concerns, and now offered to the trade on a commercial basis. These include the Ellipsograph, the Micro-Edger, the Registering-Squaring Machine, and the Motor-Driven Etching-Tub Rocker; all of which have been approved by their original purchasers, and are of demonstrated value to photo-engravers.

For all machines and accessories there are comprehensive illustrations, descriptions, and specifications; while belting, cutters, saw blades, etc., are listed in such manner that they can be selected readily and accurately. For the more widely-used machines such as routers, bevelers, saw-tables, etc., there are detailed illustrations of parts commonly required for replacements or repairs, so that they may be ordered by name and number without need for preliminary correspondence.

Not all of the pages have been devoted to machines and accessories, however; the table of contents showing an introductory section containing "A Glance Backward," "Facts About the Business," and "Information for Buyers"; while at the rear of the catalogue, under the head of "Generalities" is an even more instructive list of article on subjects of general interest. The latter includes information on "Mounting the Plate Square," "The American Point System," "Belting and Pulleys," "Wires and Wiring," and a breezy article entitled, "Our Diversified Line," which illustrates and explains in semi-humorous style, a number of important Royle-made machines for the textile and rubber-working industries. There is a very complete index, and for the convenience of foreign buyers, a modern five-letter cable code has been devised which provides special symbols for almost every machine and accessory.

At the extreme back of the book, where it might easily be overlooked, in a hasty glancing thru of the catalogue, is a beautiful halftone reproduction of medals that have ben awarded to John Royle & Sons at the various important industrial expositions held thruout the world during the past thirty-five years. One feels after having studied the many ingenious machines described in the preceding pages, that these honors have been well-deserved; and that there was an especial fitness in the action of the committee, at San Francisco in 1915, that awarded a gold medal to Vernon Royle, personally, for his inventions and mechanical achievements.

Photo-engravers, electrotypers, printers, stamp-makers, die-cutters, etc., should write at once for a copy of this Royle catalogue, No. 300, and we are advised that, so far as possible, all requests will be honored. Preference will be given to those who write upon the letterheads of their firm, stating the capacity in which they are connected therewith.

MANUFACTURERS' NEWS

USERS of good paper will be interested in a little brochure, "The Language of Paper," by Frank Alvah Parsons of the New York School of Fine and Applied Art, recently published by the Strathmore Paper Co., of Mittineague, Mass. In this booklet Prof. Parsons gives a new message to the designer, maker and user of stationery and direct-by-mail advertising matter that will certainly appeal to printers of the better class. Another piece of good advertising by the same company is the portfolio, "Paper Does Express," showing samples of Strathmore Papers. You should send for these.

* * *

Gatchel & Manning, Philadelphia, are advertising improved methods of lighting "copy" which it is claimed enable them to secure better halftones. The specimens we have seen seem to bear out their claim well, particularly on process work and one-color halftones made from colored copy.

* * *

The manufacturers of the Miller Platen Press Feeder recently sent out a specimen done in seven impressions on which they claim a spoilage of but 37 sheets on a run of 84,000 impressions. This is certainly a very remarkable record and the register on all the colors is good.

* * *

Linotype users who do much tabular work will be interested in the literature of the Tabaline Co., Inc., Troy, N. Y. The specimens and data show good work at a low cost.

* * *

The West Virginia Pulp & Paper Co. of Chicago show a line of bond and writings.

* * *

Recent samples from J. W. Butler Paper Co. include Buckeye Covers, National Bank Bond, and Warren's Old Style, Silkote, Library Text and Cumberland Book; all showing good printing. One imitating the style of Franklin's time is very good.

* * *

Taylor-Logan Co., Holyoke, Mass., announce a change in their policy of selling Marketplace Bond, which can now be obtained in quantities to suit the small printer's needs. The samples are excellent and at the prices quoted should appeal to users of this grade of stock.

* * *

The Standard Paper Mfg. Co., of Richmond, Va., sends samples of their different grades of blotting, all of which show good printing surfaces and excellent absorbent qualities.

* * *

The James White Paper Co. is mailing to the trade regularly a very attractive calendar printed by the Gerlach Barlow Co., of Joliet, Ill. The calendar is very artistically gotten up; each month showing a different landscape scene from some well known portion of America.

* * *

A portfolio recently received of samples of cream "Post Card" bristol made by the Champion Coated Paper Co., Hamilton, Ohio, shows how this stock works up in actual practice. Printers should keep it on hand for reference.

A "Poison" card prepared by the Syracuse Smelting Works of Brooklyn and Chicago, notifies printers that "Zinc is Poison to Type Metal." It is certainly sufficiently striking so that you can hang it up near the melting pot or hell-box.

* * *

Printers will find the use of "Adcuts" made by Barnhart Brothers & Spindler, Chicago, very useful. These are cast the same as foundry type and print much sharper than it is possible to do with zincs.

MILLER FEEDERS DELIVERED BY MOTOR TRUCK TO PRINTERS IN WASHINGTON AND BALTIMORE

To enable the printers in Washington and Baltimore to rapidly fill United States Government orders for printing and to maintain Miller Service up to its high standard during these strenuous times of car shortages, embargoes, etc., The Miller Saw-Trimmer Company of Pittsburgh, Pa., have again resorted to the use of the Motor Truck to insure prompt delivery of their products, after refusal of the railroad or express companies to accept the shipments.

A motor truck was loaded on March 28th with equipment weighing 7,500 pounds, consigned the following:

10 x 15 Miller Ideal Units

Louis M. Thayer.....Washington, D. C.
Chas. H. Potter & Co..Washington, D. C.

10 x 15 Miller Feeders

Griffith Brothers.....Washington, D. C.
The Price Company.....Baltimore, Md.
Goldstein Brothers .....Baltimore, Md.

It was intended to include Miller Ideal Unit for Thos. P. Moore & Son, Washington, D. C., whose name appears on the sign on each side of the Truck, however, at the last minute it was found impossible to carry a third Miller Ideal Unit and three Feeders were substituted for the firms indicated above.

The motor truck, with its valuable load of "Profit Producing Machines for the Printer" left Pittsburgh at 1 P. M., Thursday, the 28th, following the Lincoln Highway over the Allegheny Mountains and arrived in Washington, D. C., at 1 P. M., Saturday, the 30th. The driver made the trip of 253 miles without an accident in forty-eight hours, which is about the length of time required by express companies to effect delivery of heavy shipments during normal business conditions. The forty miles from Washington to Baltimore was covered in less than four hours.

The customers are jubilant over receiving their equipment and are loud in their praise of Miller Service.

MOST RECENT PURCHASERS OF LINOTYPES

The following is a list of most recent purchasers of Linotypes:—

Chicago (Ill.) Akers Typesetting Co.; Red Bud (Ill.) Pilgrim; Pensacola (Fla.) Journal; Opp (Ala.) Messenger; Watkins (N. Y.) Express; New York (N. Y.) Minden-Burkert Printing Co.; Cranbury (Tex.) Herald; Barbourville (Ky.) Advocate; Memphis (Tenn.) Eugene Warren; Sylvania (Ga.) Telephone; Woonsocket (R. I.) Call; New York (N. Y.) New York Monotype Composition Co.; Jacksonville (Fla.) Farmer & Stockman; Crawfordville (Ga.) Advocate-Democrat; Arlington (Mass.) Advocate-Lexington Minute Men; New York (N. Y.) Jewish Daily Forward; Hayti (Mo.) Herald; Duluth (Minn.) Marshall Wells Company; Spencer (W. Va.) Times-Record; Yonkers (N. Y.) News; Washington (D. C) Army and Navy Register; Wildwood (N. J.) Sun; East St. Louis (Ill.) Journal-Tribune; Topeka (Kan.) The Atchison, Topeka & Santa Fe Railway Co.; Syracuse (N. Y.) Underwriters Association of New York State; Arvada (Colo.) Enterprise; Rayville (La.) Beacon-News; Uniontown (Kan.) Cicerone; Knoxville (Tenn.) News; Palestine (Tex.) Palestine Printing Co.; Plankinton (S. D.) Mail; Miami (Fla.) Herald; Center (Mo.) Herald; Milwaukee (Wis.) Sentinel; New York (N. Y.) Libman's Law Printery; Sheldon (Ill.) Journal; Portland (Me.) Press; Sayville (N. Y.) News; Riverside (Iowa) Leader; Upland (Neb.) Eagle; Ipswich (S. D.) Tribune; Greensburg (Pa.) Record; Enid (Okla.) News; Enid (Okla.) Eagle; Crockett (Tex.) Courier; Shenandoah (Iowa) Henry Field Seed Co.; Albany (N. Y.) George Held; Perth Amboy (N. J.) Slovensky Sokol; Houtzdale (Pa.) Citizen; Pittsburgh (Pa.) John Crawford Park; Ironton (Ohio) Register; Bloomfield (Neb.) Monitor; Beaumont (Tex.) Journal; Magdalena (N. M.) News; Shamokin (Pa.) Dispatch; Edgefield (S. C.) Advertiser; East Hampton (N. Y.) Star; Brunswick, (Md.) The Blade-Times; Bradford (Pa.) Daily Record; Bakersfield (Cal.) Californian; Dos Palos (Cal.) Star; Jackson (Miss.) Joseph W. Tucker; Hamburg (Iowa) Republican; Chicago (Ill.) American Medical Association; Lindsay (Okla.) News! Chicago (Ill.) James E. Bell; Atlanta (Ga.) Constitution; Atlantic City (N. J.) The Menu Press; New York (N. Y.) Jewish Daily Forward; Hamphill (Tex.) Reporter; Montgomery (Minn.) Messenger; Bound Brook (N. J.) Record; Boston (Mass.) Sherman Press; Battle Lake (Minn.) Review; Salemn (Ind.) Republican-Leader; Sioux City (Iowa) Tribune; Blackfoot (Idaho) Republican; Sheffield (Ala.) Tri-Cities Daily; St. Louis (Mo.) Western Newspaper Union; Yonkers (N. Y.) Herald; Brooklyn (N. Y.) Giraldi Co.; Newman (Ill.) Independent; Worcester (Mass.) Post; Springfie'd (Ohio) Staff; New York (N. Y.) Howard Yates.

DOES A LINOTYPE PAY IN A COUNTRY OFFICE?

"Does a Linotype pay in a country office?" I answer, "Yes—it will not only pay financially, but to your personal satisfaction. I am convinced that the Linotype will prove a paying investment in any country office where the hired help exceeds ten dollars a week, because it removes so many of the objectionable features of composition and givs complete assurance of doing your work when wanted.

For ten years prior to last June I debated with myself the question of buying a Linotype, but got nowhere. Had I bought a machine ten years ago, it would have long since paid for itself. For fifteen years we struggled along with the old Thorne Simplex. It was all right in its day, when there was help to spare; but conditions have changed.

I will ask you, Does your cylinder press pay? Does your jobber pay? You answer, Yes. Then why hesitate? By buying a Linotype you can put yourself on the "easier way." Now especially, if you have the business and cannot do all your work in your own family, buy a Linotype.

Select the model suited to your needs—what you can afford to buy. Get only the equipment for which you have actual need. Put it on your pay roll and it will earn its way.—John W. Melton, Publisher the Greentown Gem, Greentown, Ind.

The January-February number of MONOTYPE, published by the Lanston Monotype Machine Company of Philadelphia, carries some very convincing arguments in regard to the usefulness of the Monotype in the small shop. Among other things, the leading article says:

"Of course, the idea of limited use of the Monotype to the big print-shops is all wrong; it is useful in the smaller ones as well—just how small the limit may be we have not yet determined.

"The Monotype Type-&-Rule Caster is just as useful, just as practical, just as valuable in the small shop as in the large, and possibly more so.

"Perhaps the small plant may not have enough plain composition to keep one keyboard busy more than a small part of the time or not at all; but that is only one feature of Monotype value. Every printing plant, even the smallest, must use type, must buy type (or make it), and must have leads, slugs, rules, quads, and spaces to set with the type in making jobs. It is only a question of amounts. Practically every small plant is in the condition of that of our correspondent—insufficiently equipped with composing-room material, and paying dearly for the lack. All plants without Monotypes are paying a large price for the privilege of using old type, until they feel compelled to apologize for it when writing to any one who knows good type.

"Now, these being facts, let us see whether we can get the small printers to view the matter in the correct light. They are continually buying type, rules, and extra sorts, picking and distributing, and thus wasting from 30 per cent to 40 per cent of their total composing-room payroll. It is easy for each printer to determine what that means. With a Monotype equipment representing about the same composing-room investment and lower fixed charges, all this cost is eliminated, the payroll reduced, the output increased.

To be more definite: a composing-room having five producing employes will have an average of about one and a half times one's man time wasted in these items.

One-third of that time or one-half of one man's time would make all the material needed to keep a much larger plant running, leaving an actual saving of the time of one man, or 20 per cent of the total time, to be sold at full price. (All velvet, to apply on cost of Monotype.)

Or, put it another way: you now buy type at 50 cents per pound and pay 12 cents a pound to distribute it. You can make Monotype type for ten cents and do not have to distribute it, besides having all you want of just the kind you want just when you want it.

Then there is a big saving in the press-room, because forms of new type can be made ready in about half the time it takes to handle the old battered stuff (more velvet). And the quality of the work is so much better that it looks worth more money and you can get a better price for it (still more velvet).

The Linotype Bulletin for March, 1918, carries a large quantity of interesting matter, much of it illustrated in such a way as to arrest the attention of the recipient. The contents carry arguments of thoroness and convincing power that will do much toward educating the trade as to the possibilities of the machine. One of the articles describes the history of the success of the Charleston (Illinois) Courier and presents a portrait of Mr. C. L. Lee, the owner, and of the handsome new building. Mr. Lee is the possessor of a Model 14 Linotype and ascribes much of his success to his up-to date equipment.

* * *

A beautiful specimen of printing is a recent circular issued by the Linotype Company descriptive of their "Old Style Number Seven Series." Of this face, the Company says: "Old Style, No. 7, is largely based upon a series originally cut by the Bruce Foundry in the early seventies, and that in its turn appears to have followed, in all essentials, the details of a face designed and cut, some years before, by the celebrated Edinburgh typefounders, Messrs. Miller and Richard.

"As a satisfying reason for the favor in which this attractice face is held by many Linotype users, it may be pointed out that in addition to the grace of line to the separate letters themselves, they are, when collectively composed into a page, so subdued in color, owing mainly to the slight contrast between their hairlines and their heavy strokes, that they are unusualy easy to read. In addition to this imporant characteristic of ready legibility, the face is especially valuable as a type in which to set a magazine or other page which calls not only for extreme ease of reading but also for a maximum word count.

"It only remains to add that the 'Old Style Series' affords a complete refutation of that fallacious reasoning which would make interchangeable terms of the words 'distinctive' and 'distinguished' as applied to type faces.

* * *

For the convenience of the customers of the Oswego Machine Works, Mr. H. L. Thompson has established headquarters in the First National Bank Building of Chicago. Mr. Thompson, thru long association with the printing, bookbinding, lithographing and allied trades, is familiar with the general practices for producing work. He has made special study of latest developments in printing machines. Information which he has of the best methods for handling work is at the service of the printers and publishers of the central west.

G. C. WILLINGS, VICE-PRESIDENT OF THE INTERTYPE CORPORATION

Mr. G. C. Willings was recently elected Vice-president by the Board of Directors of the Intertype Corporation to fill an existing vacancy. Mr. Willings joined the organization about a year ago, as assistant to President H. R. Swartz.

His work at once disclosed that he was a trained business man, possessing initiative and executive ability which have proven of great value in the further development of the Intertype Corporation. He summarizes his previous business career as follows:

"Associated with his father who was managing editor of the Serra S. S. Company, Liverpool, England. Joined the organization of the Louisville & Nashville R. R. in 1903 as Rate Clerk in the Traffic Department, working thru that department until promoted to Contracting Agent of the Louisville & Nashville R. R., in charge of domestic, import and expert traffic at Mobile. Resigned position at Mobile in October, 1912, to accept position as General Traffic Manager of the Gulf, Florida & Alabama R. R., and Assistant to the Vice-president and General Manager, having charge of all freight and passenger traffic and operation."

WILL BECOME GOOD WILL PROMOTER FOR PRINTING MANUFACTURER

Remington Schuyler is now at the head of the Sales Promotion Department for Sinclair & Valentine, printing ink manufacturers of New York.

Facts about Mr. Schuyler: Studied painting and color at the St. Louis Art School, New York Art Students' League and under Jean Paul Laurens at Julians in Paris; also studied in Florence and Rome, Italy.

Studied illustration and cover designing under Howard Pyle, Wilmington, Delaware.

For many years made illustrations and covers and color inserts for nearly all the monthly and weekly magazines, wrote stories. Originated ideas, painted calendars, car cards, cut-outs, hangers and general lithographic advertising work for many of the leading New York lithographers. He has also done magazine research work. He has been copy and lay-out man for New York agencies—recently associated with Clowry Chapman, trademark and good will specialist.

From a recent issue of "The Stamp," we quote the following article regarding the Ben Day plate by H. A. Goebel, superintendent of the engraving department of the Faithorn Co., Chicago:

The advancement of Ben Day tint laying in the making of printing plates has been decidedly marked in the past few years, while the work of the artist has become more and more a factor in the production of such plates.

Some years ago, when color work was desired, it was necessary to have it lithographed, or done with two, three or four color process plates, which is the most expensive way of producing such work. Flat tint colors were never satisfactory. Process color halftone plates are today the most satisfactory for the higher class of work, especially where the production of the exact color likeness of the original is desired.

NATIONAL LEGISLATION CONCERNING THE WELFARE OF PRINTERS AND PUBLISHERS

Continued from page 196)

a properly graduated zone plan, in no case to be exceeding perhaps 5c per pound, would, we believe, be satisfactory to the newspapers of the country. We realize that this provision would not be satisfactory to a few periodicals with immense national circulation, but papers of this class could send their editions by freight to central distributing points and have them redistributed. I am satisfied that unless some such a plan as this can be agreed to that the present plan, which will be a torment as long as it is in operation, will be carried out.

At the coming meeting of the N. E. A. in Arkansas, this matter will undoubtedly be one to be seriously considered and if action has not been taken, I trust that the organization will go on record again as in favor of the plan approved last year and that they also will provide for some method of helping pass such legislation.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . .

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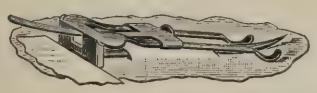

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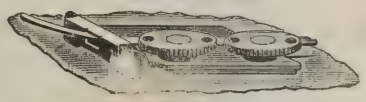

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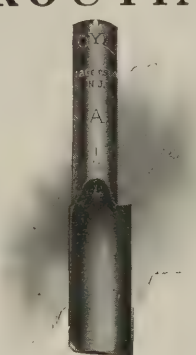

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The Knack of Selling. The idea of "The Knack of Selling" was conceived in the midst of a busy career. It came out of the necessity of finding a method to train and keep productive a large number of salesmen. It is thoroly practical. What the Manual of Strategy is to a soldier, "The Knack of Selling" is to the salesman. It is *experience* analyzed, charted, explained—more experience than any one man can ever get by himself. No longer need a salesman *lose* sales to learn selling. No longer need you wait until you have stumbled over difficulties and pit-falls, to learn from lost orders the way around them. No longer need you wait until you have been tripped by the snags and fallen down in your sales, to learn how to clear them. No longer need you spend *your* years to get the experience that other salesmen have got before you. For here in "The Knack of Selling" whole years of experience in meeting, handling and winning out with men have been caught on a Moving Picture film, as it were, and every move, every word, every plan stripped clean and clear to the few simple, clear laws that lie back of every sale. In six (6) handy volumes. $3.00 per set. Add 25c for packing and postage.

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Scientific Circulation Management. By William R. Scott. This book, by one who *knows*, contains an analysis of the basic principle of circulation management and the author reaches conclusions which, if adopted, would put many a newspaper property onto a permanent, paying basis. It con-

tains examples and illustrative suggestions which any newspaper can follow to its decided advantage. Price, $2.00. Add 15c for postage.

NEWSPAPER EDITING. By Grant Milnor Hyde. This volume is a text-book on journalism for the assitance of young newspaper workers who are learning the technique of their craft and for use in classes in editing and headline writing in schools of journalism. It deals with "desk work," that is, handling of copy prepared by reporters, and no attempt is made to establish rules, but rather to indicate the problems and methods common to desk work and to suggest ways of developing technique. The book contains stories, articles on constructive journalism, typography, printing processes, the work of the small editor, etc. Every phase of the subject is discussed in detail with a view to its helpfulness and practical bearing upon the work of the novice in journalism. Price, $1.60 postpaid.

PERSONAL DEVELOPMENT.. How to Develop your Personality. You may have a deep store of knowledge; you may be well-trained; you may work twelve hours a day, but unless you have a strong personality these good qualities are of little value. Personality is the one subtle quality needed to make you effective. Review the life of any great man. His training is no greater than the training of thousands of others, probably no greater than yours. He has worked no harder and knows no more. But a well developed personality has made him successful. Everybody has personality; it only needs development. Develop yours. "How to Develop Your Personality," by Clare Tree Major, tells how—in a simple, everyday, practical way. It is based on a complete course of instruction in personality development now being given in two bigNew York Academies. It is authortative. 128 pages. Bound in Green Vellum de Luxe Cloth with Gold Lettering. Price, $1.10; postage prepaid.

TIMELY TIPS FROM THE SUPPLY TRADE FIELD

"Charlie" August Recovers

Word has reached us that Charles August, local branch manager of Sinclair & Valentine Co., manufacturers of printing and lithographic inks of New York City, with local headquarters at 718 S. Clark Street, has returned to his desk, after having been laid up for some time with quite a serious case of pneumonia.

Mr. August's many friends in the trade in Chicago and thruout this territory will be glad to hear the good news, for "Charlie" is a prince of good fellows and besides being far too young a man and too husky to give in, has to sell a lot more of the good "old reliable" S. & V. ink in his time, even if he DOES go to Milwaukee occasionally.

Burns now with Miller

Our old friend Burns, for many years star salesman for the Cleveland Folding Machine Company of Cleveland, O., is now covering the Ohio territory for the Miller Saw Trimmer Co., of Pittsburgh, Pa., manufacturers of the Miller Automatic Press Feeder and Miller Saw Trimmer.

The scarcity of feeders caused by the draft has created a big field for the Miller device and Mr. Burns is taking advantage of the situation in his usual sharp, aggressive manner, making a splendid record for himself in his new connection. He is even reported to be buying real estate now.

New Electrotyping Plant in Toledo, O.

A splendid new electrotyping plant has recently been installed on the first floor of the Factories Building in Toledo, O., under the name of the Toledo Electrotype Co., in charge of Mr. M. C. Smythe. The establishment, located in Toledo's finest, all-concrete factory building, is equipped with the latest up-to-date machinery and said to be controlled by Pittsburgh and Cleveland interests.

"Mitch" Church now "Capitalist"

Who does not know genial, good-natured J. Mitchel Church, alias "Mitch," probably the best informed salesman of Automatic Press Feeders in this country?

Mr. Church, for a number of years connected with the Humana Co., of Newark, N. J., and afterwards with the Miller Saw Trimmer Co., of Pittsburgh, where he made a brilliant record for himself when in charge of the Ohio territory, with headquarters in Cleveland, has left the latter concern and at last reports was taking a well-needed rest, enjoying the fruits of his labors.

"Gov." McCain "Among Those Missing"

A couple of weeks ago there was laid away in his last resting-place in the city of Detroit a man much beloved in his time by his fellow salesmen and co-workers in this trade, a man who never said an unkind word about any of his competitors, whose genial personality and sterling character made him a friend of every printer and supplyman he ever came in contact with.

The man was "Gov." McCain, for many years connected with the Dexter Folder Co., of New York and Chicago, lately in charge of their branch in the Dime Savings Building in Detroit, Mich., an expert in bindery and box-making machinery and a big producer for his company. He was taken away suddenly from his sorrowing family after a severe attack of pneumonia, altho in the prime of life and possessed of a robust constitution. "Requiescat in pace."

Cleveland, O., Monotyper Recovers

Mr. Carlstrom, owner and founder of the Carlstrom Composing Co., Monotype Composition for the Trade, at 211 High Street, Cleveland, O., has again returned to his plant, after having been absent for some time on account of ill health and nervous breakdown. Mr. Carlstrom states that business is very satisfactory, his interest having been looked after very ably during his illness by Miss Mabel Rogers.

George Dinsmore—Spy Catcher

There is no use talking, George Dinsmore, sales manager for the F. P. Rosback Co., of Benton Harbor, Mich., manufacturers of the well-known Rosback Stitchers and Perforators, can do many other things besides selling his firm's excellent products.

When recently in Chicago and while in his room at a hotel which since the declaration of the war changed its German name to something more patriotic, Mr. Dinsmore overhead the conversation of a couple of German spies over the transom, promptly went out ond had the felons apprehended with the goods in the shape of blue prints, etc. Hats off to "Dinnie," who never told about it.

Since there are many among our readers who are ardent disciples of Izaak Walton, it might be of interest to them to know that there is a man in Chicago who, formerly a cracker-jack good printer with a plant at Kansas City, is now one of the largest manufacturers of artificial fishing baits in this country.

The man we refer to is "Bill" Jamison, known from coast to coast both as a manufacturer and an expert angler, founder of the Illinois Casting Club and all-around good sport.

Mr. Jamison, who needless to say is also a good business man, (even tho a former printer), runs the W. J. Jamison Co. at 736 S. California Ave., Chicago, and the baits he makes and sells really 'get 'em." If you don't believe the scribe, just get one and try it this summer when business is dull.

NATIONAL PRINTER JOURNALIST

A JOURNAL for PRINTING and ALLIED TRADES

VOLUME THIRTY-SIX CHICAGO, ILLINOIS, MAY, 1918 NUMBER FIVE

STIMULATING PRODUCTION

By Albert E. Davis

WE often meet men who believe that the way to increase production is to go after employes with a figurative club—that is, by driving the men and speeding up the machines to the limit.

It is undeniably true that oftentimes both men and machines should be speeded up. In the main, however, small production is not the fault of employes. The fault is generally with the management.

A management as efficient as it wants its employes to be will provide equipment in quantity and quality so that a fair average output can be easily maintained. If this is done, the output of the plant will almost invariably be up to the average; but unless some extra inducement is offered it will seldom be above the average. The average output, like the average man, don't amount to much.

How, then, can we get an output which is decidedly greater than the average?

The secret of large output is the bonus system. Applied in a common-sense way, the bonus system increases the profits of the plant and the wages of the employes. It is a system seldom adopted in printing-plants, though why this is the case is a matter hard to explain.

It goes without saying that a bonus plan must be absolutely fair. Once a basis is established it must be maintained in its entirety during a predetermined period of at least a year. If certain exceptional employes are able, under the system, to make more than was thought possible, or if an especially "fat" job comes along, pay the bonuses cheerfully until the end of the period. This is imperative, for if any other course is pursued the employes will lose confidence in the management and in the plan; and once confidence is lost your bonus system is a failure beyond repair.

In most industrial lines the product consists of large quantities of some one or more identical articles. The employes are doing the same things—making the same pieces—over and over. In that case it is very easy to set minimum limits of output which are fair and which can easily be exceeded by the industrious. In the printing plant, however, it is a different matter. With us, only one thing is produced, when we consider most jobs of composition; while the work and conditions in pressrooms and binderies vary so greatly as between different jobs that there is little uniformity.

The bonus system involves the making of very accurate time estimates on every operation incident to the production of each job. These time estimates, too, must be the basis on which the work is sold, so that, if it is found impossible to do the work in less than the estimated time, there will still be no loss. In other words, the time estimates must not be much below the average time shown by past experience to be the average time under average conditions. If past experience shows that a specific operation on a given job should require the expenditure of ten hours of time, the time allowance under the bonus system should not be far short of ten hours.

It is therefore essential that the one who does the timing shall have had a wide and varied experience. He must be a man of sound judgment. He must have an almost uncanny insight into the conditions that will surround the work as it progresses. Even then he will have his work cut out for him; for, more than in perhaps any other industry, output in printing-plants is influenced by temperature, by humidity, by amount and condition of tools and materials. The peculiar conditions surrounding the work done in printing-plants explains why it is

that the output of presses, composing-machines, and of men themselves, is on the average far below the output we know each to be capable of. We know, for example, that under favorable conditions a certain press can give an average output of sixteen hundred impressions an hour on a given class of work; but we also know that we seldom get sixteen hundred. We do not base our price on sixteen hundred, for well we know that any one of several things may cause the press to lose time. The man who times the work, therefore, must take into account all sorts of contingencies; and the management must be big enough and broad-minded enough to pay the bonus without protest when favorable conditions make exceptional output possible, as well as to excuse small output when conditions beyond control of the men are responsible.

A bonus amounting to fifty per cent of the time saved is fair. Some workmen may think it should be greater. The management, however, is certainly entitled to half the saving, for only through good management is a bonus possible; and if the management is to gain little or nothing from the bonus system, there would be no inducement to pay bonuses. A fifty-fifty division, then, we will assume to be fair to both parties.

That point settled, how shall the fifty per cent going to the employes be divided among them? It is certain that foremen, chief operators, and helpers, are all entitled to shares, because each is more or less responsible for any saving made. The bonus system can not succeed without team work, and team work, in turn, means the greatest possible success.

Before a job goes to the workrooms, each important operation must be timed. That is, the first step is to indicate the maximum time allowance for hand composition, machine composition, make-up, lock-up, make-ready, running, folding, stitching, interleaving, gathering, ruling, trimming, and all other operations. The time allowance must be stated on the job-instructor,* so that each employe working on a given job will know the maximum amount of time allowed for each operation.

We will assume that on a certain run of 60,000 impressions, on 60-pound 25 x 38 S. and S. C., the time allowance is 1,200 an hour, or 50 hours. Now on a good many such forms an output of 1,500 an hour is easily made if conditions are favorable. Every one interested knows that no one will be censured if 1,200 an hour is maintained; but every one knows, too, that if that amount and no more is turned out, only straight wages will be paid. As each employe wants more pay, he will try to make a higher average, and will succeed in making, say, 1,500 an hour. To make this higher average the press need not be speeded beyond an absolutely safe speed; it need not be run a bit faster than it should have been run. But it must be run more steadily. The pressman must see to it that lifts are ready as needed, and that the printed sheets are taken away while the press is running. The feeder must get a sheet to the guides every time, and seldom use the trip. And so, without rushing and without placing an undue strain on the press, the running time can be cut from an estimated fifty hours to an actual forty hours. Ten hours of press time can easily be saved, and of this ten hours five will be given the men as a bonus. That is, each one interested in this particular job of presswork will receive his rightful share of five hours of time at the rate of pay of each.

The question of an equitable division of the extra or bonus time must now be considered. The National Printer-Journalist believes the following division a fair one, though of course individual plants will make such changes as conditions warrant:

Composing-Room

Hand Work.—Compositor (or other workman), 90 per cent; division foreman, 8 per cent; general foreman, 2 per cent.

Linotype.—Machinist-operator, 90 per cent; division foreman, 8 per cent; general foreman, 2 per cent. If regular machinist is employed—Operator, 80 per cent; machinist, 10 per cent; division foreman, 8 per cent; general foreman, 2 per cent.

Monotype.—Keyboard operator, 45 per cent; caster operator, 45 per cent; machine foreman, 8 per cent; general foreman, 2 per cent.

Note.—On both Linotype and Monotype add to the machine time all time required for office corrections. It may be said that if a Monotype keyboard operator sets a dirty proof, it would be an injustice to make the caster operator stand any part of the correction time; but the answer to this is that the office must not tolerate keyboard work containing an excessive number of errors.

Pressroom

Job-Presses.—Make-ready—Pressman, 95 per cent; division foreman, 3 per cent; general foreman, 2 per cent. Running—Feeder, 68 per cent; pressman, 25 per cent; division foreman, 5 per cent; general foreman, 2 per cent.

*A sample job instructor which provides for the timing of work in each department will be sent for twelve cents in stamps.

Note.—Automatic job-presses same as automatic cylinder presses.

Cylinder Presses.—Make-ready—Same as job presses. Here, however, the question of one pressman helping another may come up; when it does, the division of bonus time should be made in accordance with the circumstances existing at the time. Running time—hand feed—Feeder, 65 per cent; pressman, 28 per cent; division foreman, 5 per cent; general foreman, 2 per cent. Running time—automatic feed—Attendant, 60 per cent; pressman, 33 per cent; division foreman, 5 per cent; general foreman, 2 per cent.

Bindery

Hand Work.—Operators, 90 per cent; division foreman, 8 per cent; general foreman; 2 per cent.

Machine Work.—No helper—Operator, 90 per cent; division foreman, 8 per cent; general foreman, 2 per cent. One helper—Operator, 65 per cent; helper, 25 per cent; division foreman, 8 per cent; general foreman, 2 per cent. Two helpers—Operator, 50 per cent; helpers, each, 20 per cent; division foreman, 8 per cent; general foreman, 2 per cent.

Note.—If there are no division foremen, add the percentage of time allotted them to the time of the workmen. Nor are department foremen found in all plants; if a plant dispenses with them the bonus time allotted them should be divided among the other workmen.

In addition to the regular bonus time it will be well to give a prize in each department to the individual who makes the greatest saving in time. Such prizes still further stimulate team work and industry, and both management and men will be benefited by them.

Another important matter to be considered in connection with the bonus system is the hour cost. Lax methods mean higher hour costs just as truly as too many hours mean a high individual job cost. Too much time habitually spent on work means a larger force than necessary, which, in turn, means a decided addition to the hour cost. The successful bonus system, therefore, means an actual lowering of hour costs all along the line. To still further stimulate the interest and enlist the coöperation of the heads of departments in saving the plant's time and money, we suggest that substantial prizes be offered superintendents and foremen for worth-while hour-cost reductions. Assume, for the sake of illustration, that the average cost per hour for hand composition during the preceding year was $1.40. If through better department management and general supervision the figure for the next year is reduced to $1.30, the saving is great indeed, and in all fairness those who bring it about are entitled to consideration. Ten men on an eight-hour shift put in eighty hours a day, or 24,000 hours a year. Assuming that only 60 per cent is productive, we have 14,400 sold hours, and a saving of ten cents an hour in the hour cost will add $1,440 to the concern's profits.

Nor is the bonus and prize system a plan to so drive the working force that fewer employes will be required. On the contrary, experience in other lines proves that forces are generally increased. This is because the cost of production is lowered, and it is the experience of all history that when cost of production declines, selling prices are lowered, and that a lowering in selling prices is invariably followed by an increased demand which makes an increase in the number of employes imperative.

The writer is well aware of the fact that trades' unions generally frown upon bonus systems. They oppose bonuses because of the erroneous belief that greater individual production means fewer men at work. It is a historical fact that in printing and every other line of industry, increased production, no matter how brought about, has invariably been followed by a decline in costs which so stimulated demand that more and ever more workmen were required to meet it. When Bruce brought out his automatic type-caster in 1838, the hand-casters were sure they would all starve because one man with the new machine could make more type than twenty men with hand molds. But the result was such a demand for the cheaper and better type that the type-founders employed more men than ever and paid them higher wages.

Hand-pressmen in New York and other cities became riotous when power presses first came into use. Hand-pressmen worked ten hours a day for $1.50, and 2,400 impressions was a good day's work. There are single plants in New York now that employ more pressmen and press-room helpers than the whole city contained in the hand-press days, and a hand feeder on a cylinder there is paid twice as much for a 48-hour week as a hand-pressman received for a 60-hour week.

Hundreds of printers remember the strikes caused by the introduction of the Linotype. We hand compositors were quite sure that there would not be more than enough work for one out of five of us. But we were as far wrong as the hand-pressmen, for today there are ten men at work in composing-rooms where one was employed thirty years ago, and the hours are shorter while the pay is higher.

NEWS NOTES FROM THE UNITED TYPOTHETAE OF AMERICA

Field Activities

RECENT weeks have found an increased interest in the work of the field staff of the National organization.

* * *

Constantly calls are being received from all parts of the country where groups of printers are desirous of having formed local and district organizations.

At the present time Mr. James J. Vance is working in York, Pennsylvania. He has just completed a survey of conditions and the details of an association and its required policies are now being worked out. Mr. Vance will, undoubtedly, spend many more months in the eastern section of Pennsylvania.

* * *

Owing to the large amount of cost service which has been arranged for by members of the United Typothetae of America, it was necessary to recall Mr. T. W. McGlaughlin from Oklahoma. Mr. McGlaughlin is now giving special service to the Oscar F. Wilson Printing Co., of Rockford, Illinois. On April 29th, he will begin work in South Bend, Indiana, taking care of cost contract which embraces the cities included in the St. Joseph Valley Typothetae.

* * *

Following the action of the Cincinnati Ben Franklin Club, which voted its desire to become affiliated with the United Typothetae of America, Mr. Edwin T. Miller has been engaged in that city in making a survey of printing conditions. So large an undertaking is it that he has been assisted by Mr. W. R. Colton, who has recently been added to the National Organization's field staff.

* * *

During the past week Mr. Benjamin H. Noyes, formerly of Cleveland, accepted a position as a special representative of the National organization and for the immediate present he will center his efforts in central states territory.

* * *

For some time the printers of Portland, Oregon, have been desirous of bringing about a real business-like printers' organization, and within the past month completed arrangements whereby Mr. Harry Stuff, as representative of the United Typothetae of America, is now engaged in making a survey of conditions there. This city, as are all others now in process of organization, is being organized after the fashion comprehended by the Three Year Plan of activities. It includes a program of membership, education and service that is commensurate with the conditions and requirements of the community.

* * *

In anticipation of enlarged work which is comprehended by the Three Year Plan, the National office is devoting much time to the training of men so that they can qualify to accept such positions as will develop in the near future.

* * *

When printers go to Indianapolis, it is worth their while to visit the U. T. A. School of Printing, 1500 East Michigan Street. It will interest them greatly and will, no doubt, impress them with the facts that scientific training is far superior to old rule of thumb methods of teaching apprentices. The summer or short term of instruction begins June 24th. Why not investigate these short courses for some of your bright employes? Write the school for full particulars now.

* * *

Production recording is being recognized by master printers as an absolute essential, and many members of the United Typothetae of America are gathering statistics about their bindery output under the system set forth in the book Classification of Bindery Operations and Operation Numbers. The book is for members of the association only and will be sent free to those interested.

* * *

By reading the Typothetae Bulletin, each month, members can keep up with the organization activities. Are you doing it?

* * *

The Free Employment Department conducted by the United Typothetae of America, at the headquarter's office, 550 Transportation Building, Chicago, is for the benefit of our members and no charge is made for any service that may be rendered. If members of the organization are in need of help of any kind, they are requested to make their wants known. Please state full particulars regarding the position and wages paid. Either union or non-union help will be furnished in so far as the Employment Department is able to render service under the existing labor conditions.

* * *

The Style Book and General Information, published by the United Typothetae of America should be in the hands of all compositors and proofreaders. Copies may be purchased from the National office, Chicago, at 25c each.

PRINTERS' ADVERTISING-WISE AND OTHERWISE

By William Darwin Fellows, Advertising Counsel, Buhl Building, Detroit, Mich.

Subscribers are invited to submit their own advertisements or the advertisements of others for treatment here. It is all for a bit of good-natured fun with, perchance, a sprinkling of common sense in the background.

WHITE space must be very, very cheap with Levang's. Here is about 14 inches double or triple column (as the case may be) gone to almost waste, per our notion.

"The job printing question is satisfactorily answered by placing your order with Levang's. Let us figure your next order for business stationery, circulars, pamphlets, etc."

Levang would attempt by that little bit to heat up his reader to do business with him. Whew!

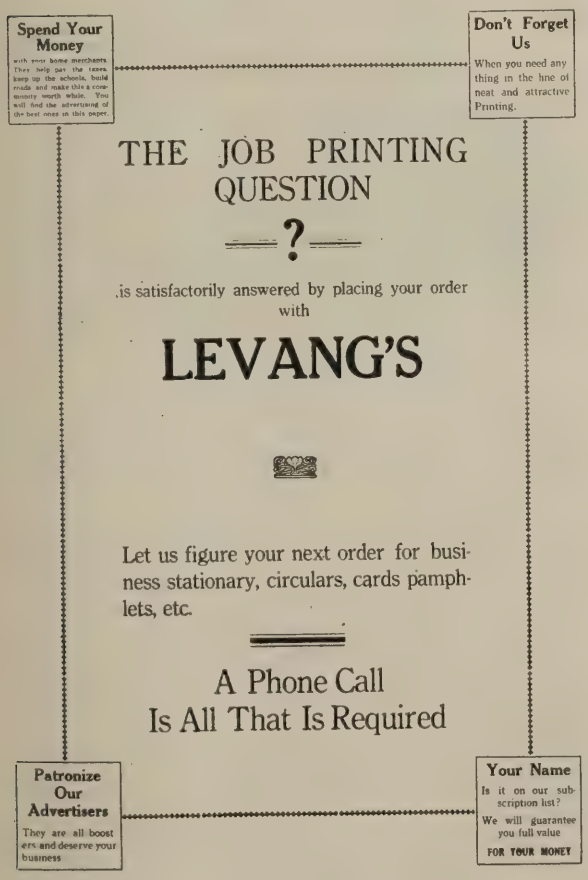

Spend Your Money
with your home merchants. They help pay the taxes, keep up the schools, build roads and make this a community worth while. You will find the advertising of the best ones in this paper.
Don't Forget Us
When you need anything in the line of neat and attractive Printing.
THE JOB PRINTING QUESTION
?
is satisfactorily answered by placing your order with
LEVANG'S
Let us figure your next order for business stationary, circulars, cards pamphlets, etc.
A Phone Call
Is All That Is Required
Patronize Our Advertisers
They are all boosters and deserve your business
Your Name
Is it on our subscription list?
We will guarantee you full value
FOR YOUR MONEY

Figure No. 1, Levang's

Wait a moment, though. There is something else not said at the corners of the advertisement. Of course, if a man is intent upon getting some print work done, he will just about fall all over his own feet to do his business with a home company which helps to pay the local taxes, helps keep up the school system, etc., etc. Like fun, he will. That in the northwestern corner. Then again in northeastern corner: "Don't forget us when you need anything in the line of neat and attractive printing." What's there here to help us not forget? In southwestern corner, "Patronize our advertisers; they are all boosters and deserve your business." Why should we, that's it? And in the southeastern corner of the advertisement is the cheery information that you are on our subscription list; we will therefore guarantee you full value for your money.

If there is any reason why this concern can do better work, you want to know it, don't you? Yes, sir, you do. You want to hear it say something about how it goes at it to make a catalog, a booklet, a handbill. You want to hear the concern say at least a little bit about putting selling power into the print work it turns out.

This thing is an announcement only. Announcements only went out of date about the time the ark landed on Mr. Ararat. But not so with some of our editors of newspapers. No, siree, sir.

Announcements only are cold affairs, at best. They fail to kindle the slightest bit of fire in reader. They fail to bring advertiser and reader together, in other words. Advertiser stands way out there in cold and shoots his chillified message across at reader, that's all. Advertiser wots of the nice warmth in his fire, but still he picks out dead embers to fire at reader straightway. Consequently, there is mighty little warmth generated.

There was a great plenty of white space here to go on with a story of the firm's printing, yes. Something real could have been told of, at that. Instead of that, nothing was told reader—nothing to heat him worth a picayune. It stands too far distant, Mr. Man. One of the good ways to get a reader is to come into his own

world. Enthuse him. Put glow into his system. Make him feel that you can do better by him than the other fellow can. Tell him some-

Place Your Printing Orders
In the Hands of a Large, Absolutely Reliable Printing House
(Inquire Credit Agencies and First National Bank, Chicago, Ill.)
OUR SPECIALTIES.
Printing and Advertising Advisers and The Co-operative and Clearing House for Catalogues and Publications
Proper Quality—Quick Delivery—Right Price
Don't you owe it to yourself and your firm to find out what we can do for you?
Let Us Estimate on Your Next Printing Order
(We Are Strong on Our Specialties)
ROGERS & HALL CO.
CHICAGO, ILL.

Figure 2, Rogers & Hall Co., Chicago

thing, at least. Act like his fellowman. That's all of it.

So many advertisers think if they only can manage to use a great space, it will do the trick. It can't. It's what we tell a reader that counts. What's the use of yelling at man on tother side of street to stop and when he has, then not having anything to say to him? He'll feel disgusted at his stop, that's all.

It's a mail order proposition, of course, of course. The concern does every kind of work, from a catalog to a flyer. May be that you, yourself, have bucked up against this kind of competition.

Don't hardly think, however, you have much excuse for lying awake o' nights, counting your sheep and the patrons that flitter away from you to the mail-order concern. Usually, you know, when a local company decides to have a catalog printed, it decides also to have it done near at hand where it can call and make all kinds of sorry criticisms, etc., etc. And if it decides to have some flyers printed, well, sir, it's too small a job to monkey with a catalog-house about.

But just the same, I'll leave it to you if the advertisement here doesn't sort of worm inside your vitals and make you half think you want some of the firm's work. It gives details, that's it. Details are always the things that get a man.

Some of us sort of imagine that many, many details will tire our reader. Not if he wants some of our kind of work, they won't. He will be all ears and eyes then. He can't learn too much then. He will cry for some more information. He won't think he's been fed half enough information.

Mail-order advertising generally goes into full details, at that. Direct advertising, as usually negotiated by our printers, doesn't. If a happy medium could only be hit upon, what then? Ah, ah, ah!

Rogers & Hall say they do a big business. By the picture of their place they are right. By the way they talk their work, they are right, too. Still, thinks me, there's a plenty of business for us at home. If we will only go after it right. It cannot be gone after right if we use any little space left us. And make mere announcements. And do not show our confidence in advertising. And several other things.

Look here. When a man gets it into his bean that he wants a soap, he will read and smack his thinking chops over soap data, won't he? Yes. Same way with cigars. Same way with his farm machine. Why, in the name of sense, should he be a different sort of individual when he comes to want some printing? He won't be, that's all about it—he won't be. He will seek some facts about our printwork.

Why not give him facts, then? Eh? What?

The Advertiser's Path to Prosperity
ADVERTISE in
"The Press" (Every Morning) 1d
"The Weekly Press" (Every Wednesday) 6d.
With which is incorporated "The N.Z. Referee," the Official Calendar of Sporting
"New Zealand Illustrated"
The Xmas Annual of "The Weekly Press"
The fact that "The Press," "The Weekly Press," and "New Zealand Illustrated" ("The Christmas Annual of "The Weekly Press"), are such popular advertising mediums is purely a matter of natural sequence
The Reason is just because they each appeal to the best of readers—the people who can afford to buy advertised goods once they're convinced of the advisability of doing so.
Let's send you sample copies of our publications—scan the advertising pages of each, note the personnel of our advertisers, study our reasonable rates, then you'll decide to fall into line with leading National advertisers now making known the merits of their goods through our media
Christchurch Press Co.'s Printing and Publishing House
The Largest Offices of the kind South of the Line
The Christchurch Press Co. Ld.
CATHEDRAL SQUARE CHRISTCHURCH, N.Z.

Figure No. 3

TheChristchurch Press Co., Limited, of Christchurch, New Zealand, where they had that awful disaster lately.

Here's another—almost.

The sooner advertisers get it out of their beans that their own ideas of their publications are taken for granted and swallowed down whole, the sooner will they begin to do real advertising, methinks. What think you?

To a man up a tall tree, I should think that did these people give an instance or so of an advertiser making lots of money in their publication, they would get into new advertisers stronger and wake them up to think, think, think. Thinking, any way, is the ony process that will make an ad pay reader. Not thinking by the advertiser, himself, but thinking by reader, himself.

True, this thing suggests that reader send for copies of the publication to lamp for himself.

Still before a reader will be likely to do so he will want his appetite whetted some, won't he? Wouldn't you? Wouldn't I? Somebody will say that these advertisers did give him sufficient to whet his appetite. I dunno. They simply tell of their side of the question, that's all. The publication's a big thing to them. In course, it am. Come at reader from reader's angle, sez we. Give him an instance, at least. Give him a concrete one reason to believe in the publication as a good advertising medium. Then watch him get a hustle on.

This thing hits you, I'll bet, like a bit of eulogy only out of the mouth of the boy's mother. She's expected to do as much, yes. Tell us some one thing that the boy has accomplished. Get some one advertiser's permission to do so. We'll have some reason then to believe The Press, or the Weekly Press, or the New Zealand Illustrated, to be a good thing for us to hook up to.

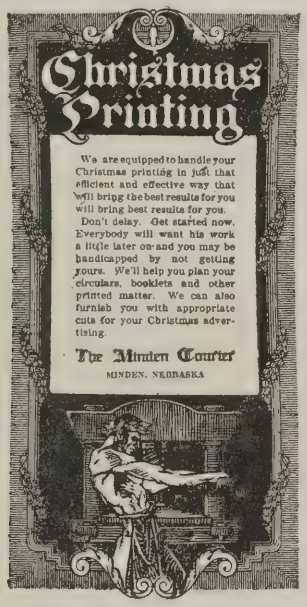

Christmas Printing
We are equipped to handle your Christmas printing in just that efficient and effective way that will bring the best results for you will bring best results for you.
Don't delay. Get started now. Everybody will want his work a little later on and you may be handicapped by not getting yours. We'll help you plan your circulars, booklets and other printed matter. We can also furnish you with appropriate cuts for your Christmas advertising.
The Minden Courier
MINDEN, NEBRASKA

Figure No. 4, The Minden Courier, Minden, Nebraska

Once upon a time in the long ages ago, there was a fellow who ran down the street, wildly yelling to everybody within earshot, "I want reform—I want reform." A disgusted standerby yelled back, "Also chloroform."

Read over this one and see if it puts any desire into you deep to do business with these printers. If there's another printer in Minden, Neb., he will be just as likely to get the patronage as this chap will, ey? This chap goes on as if there were no other printers there, at that. All he seems to be trying to accomplish is to hurry us. He doesn't act as if he were afraid of our trotting to some other printerman.

"We are equipped to handle your printing in just that way that will bring the best results for you." Or words to them effect. Point my keen nose to just one printerman who won't claim all that, will yez? Again, point my keen nose to just one reader of printing who won't look for a printerman to say as much as that, will yez?

It's a habit with these printermen, you know. If there's tangible something behind the habit, for heaven's sake, tell us what's what. Put us next. Put us on. Put us wise. Put us hep.

We do be getting printing done every so often. We want to learn of a better printer, if possible. We will go to him for our printwork if we learn. But he must tell us something tanglble, just the samee. He must sing his song of sixpence in a somewhat different key than the other chaps who have done our printing heretofore.

This hurrying up stunt is all to the mustard, yezzir. In some things. In some way, yes. What will hurry us some to have our Christmas printing done? Answer—showing us that a printer can do us a better job than the other fellow, that's what's what. Remember how we used to get all excited for some candy at Johnston's drug store after we saw the candy in his showcase? The candy showed off to us. It reached out and made us anxious—made our lil mouthinsky water a bit. Then and not till then did we get a hustle on.

Show us what sort of a job you can do for us, Courier, that's it. Make us feel it and see it. Give us to know things. This hurry up stunt alone won't get us to get a move on, as said. There are any number of other printers willing to say as much as this to us, you realize. Why shouldn't we listen and heed them?

One of these days prior to Christmas one of these other printers will show us something about the nice work he does and we will fall for it. He won't put all his energy into this hurry up stunt, teether.

It also seems to be an obsession among some printers to use these old-time cuts of a man pulling lever on an old-fashioned printing-press. It's a kind of landmark, so to speak, maybe. Howsomever, how would an old cut of a steam road wagon do for an automobile advertiser? How would a 1910 cut of some suit of clothes do for a clothier to use on us? The automobile and the clothing advertisers have sprung somewhat away from these old-fashioned contrivences.

Why, then? Oh, why then?' Why use an old cut like unto this one to advertise the printing business with? Some day in the not far distant future, some printerman is going to discard this old-style stuff for something up to date. You just wait. Then keep your blinks peeled for his doings.

THE COST OF PRINTING

By Albert E. Davis

I.—The Standard System is a Necessity

CAN you imagine a world without printing—a world without books, or newspapers, or magazines, or literature of any sort?

Such a world would be well-nigh uninhabitable, for there could be no civilization as we know it. Without printing, the human race would quickly sink into barbarism.

The ancients, to be sure, rose to a rather high degree of civilization without printing; but only the few were educated, and it was through records and manuscripts—books, in a word—laboriously written by hand that they made such progress as was theirs. Knowledge was not for the masses; and the germ foreordained to practically destroy such civilization as existed was already at work—the germ of ignorance.

And then came the Dark Ages, when civilization struggled fitfully against ignorance and superstition—when books were almost unknown, and the divine light of progress was all but extinguished.

But, even so, the spark continued to burn—weakly, it is true, but nevertheless to burn.

Then Printing came—"the Art Preservative"—the art that fanned the struggling spark of progress into a blaze which lighted and glorified the world. Yes, it is indeed true that Printing ranks first among the world's industries when the only real test—that of the welfare of the human race—is applied.

But what of the printer himself? Do we find him, as by every rule of reason we should, honored among men—a leader in matters affecting the public welfare—a successful man of affairs public and private? Only too often are we compelled to answer No to these questions.

For the printer—and we say it with deep regret—does not rank with the elect when the standard of measurement is the material return his calling brings him; and seldom enough is he the acknowledged leader of the thought and progress in his community.

Indeed, measured by the standard of material return, printing is far down on the list, and this, too, notwithstanding the fact so ably shown in these columns by Mr. Charles Francis, that as an industry it ranks at least third when measured by the comparative value of output or by any other fair standard of comparison.

The printing business occupies a position in the industrial world which is strange, to say the least. Ranking first in point of value to the race, and easily third when the basis of comparison is the value of the output, it makes anything except a good showing when comparison is made on the basis of profit returned to those engaged in it.

There is every reason why printing should pay handsomely. Compared with other lines of business, the investment must generally be larger and the risk greater; while at the same time the printer must be possessed of technical knowledge, of skill, and of learning, far greater than is necessary in most other lines of business.

Why, then, does not printing pay as well as any other line? There is just one all-embracing reason: the average printer does not know the cost of the printing he sells.

This is a broad assertion. But it is true. You, reader, can readily put it to the test so far as you are individually concerned. And if you are on friendly terms with competitors, as you ought to be, you can make the same test with them. Ask yourself and them these questions:

How many hours of time did you sell in each department last month?

What was the cost of each hour you sold?

What per cent of the time you paid for did you sell?

These questions can not be answered by merely saying it was thus and so. Actual figures must be given to prove every statement. Have you got the figures?

It is said that we printers are wholly responsible for the unsatisfactory conditions existing in our industry. We'll grant that. We will not even offer as an excuse that ours is a business that presents many and special difficulties, for that excuse is time worn. Instead of serving as an excuse for our shortcomings, these very difficulties should spur us on to greater efforts to solve our problems.

Let us, therefore, put ourselves in position to answer the questions propounded above. Before we can reach the goal of success we must answer them. We must know.

Common sense tells us that we can not quote correct selling prices if we do not know the cost of the things sold. This is as true of printing

as it is of hardware, or drygoods, or anything else.

But if we do not know the right price we must guess at it. What would you think of a drygoods merchant who made his prices by guess? You'd think him crazy. You would not trade with him—unless you were yourself familiar with drygoods values and wanted to pick up some bargains.

Is a guess at the price of a piece of printing any more likely to be correct than a guess at the price of a piece of cloth? You know it isn't. You know that guesswork never pays.

So let's quit guessing, and "get down to brass tacks." We must quit it, or give up all hope of ever reaching the heights of success that printers, of all business-men, should reach.

There are two problems of prime importance that enter into the making of printing prices. Both are simple questions of fact which are made clear as daylight by the Standard Cost System. They are:

1. The time the work will require.
2. The cost of the time.

Take, first, the time problem. This problem is a sealed book to most printers. A few have a little knowledge of it; but next to none can tell with any semblance of accuracy how long it will take to do a given piece of work. And yet we who make estimates should be able to tell within ten per cent how long a time will be required for each operation. It is a mere matter of recording the experiences on the every-day work of our plants—a matter of jotting down actual results on actual jobs and then adding a percentage as a "factor of safety." The Standard Cost System gives the correct time figures on every job done in a plant working under it, excepting, of course, the case of an occasional clerical error.

We add something as a "factor of safety" because conditions vary from time to time in a printing-plant, just as they do in other things. Experiment and test show the structural engineer that a piece of steel of a certain shape and size will stand up under a given strain under certain conditions. If conditions never varied a piece of the given shape and size would always be used; but he knows that conditions do not remain constant, and so he adds his "factor of safety" and puts in a piece of steel sufficiently large and strong to carry the load under all possible conditions.

The printer can do as the engineer does. The Standard Cost System shows him, for example, that his Monotype regularly sets ninety thousand ems of ten-point solid, twenty ems measure, in thirty hours. That is three thousand an hour. He is asked to make a price on a job containing a hundred and eighty thousand ems of ten point solid set twenty-two ems wide. He knows that on the average he will set it in sixty hours, for the standard system has repeatedly shown him that. So he figures sixty hours, and adds ten per cent as a "factor of safety," which gives him a total of sixty-six hours of machine time. There is nothing complicated about that, is there? There's no guesswork, either. So what earthly excuse have you for guessing when actual knowledge is to be had without trouble and without price?

Each printer can in large measure provide his own "experience tables," as time-requirement tables may well be called. From the day of its installation the standard system will be of value in this regard. But of course new work is constantly coming up, and a way must be provided to get data that will enable him to estimate it accurately. This is also a simple matter, for what is new work to one printer is old to another. The members of local printers' organizations will have ready to hand nearly all the data required if each will contribute his own time data for the use of the others. A committee of two or three should be appointed and charged with the duty of compiling and printing such information, so that all will share in the benefits of this important part of cost accounting.

But with all this, problems will arise which the "experience tables" of the local associations cannot solve. Just here is where the National Association—the U. T. A.—can help if only it will. The National can collect data from every source, and the information it can get for us will give us experience tables so complete that within a year guesswork will be a thing of the past, and every printer worthy of the name will be able to make time estimates of marvelous accuracy.

If the Standard Cost System did nothing more it would be so valuable that no printer could face a customer or a competitor and admit that he was working without it.

The cost of the time a job will require is as important a matter as the number of hours. The one is useless without the other.

Our first problem was the hour—how many would be required. Our second is the cost of the hour.

We have been more at sea in the matter of the cost of an hour than we have with the number of hours required; for while most of us believed we had a little knowledge of the time

element, few indeed were those among us who had any idea of what the items are that go to make up the total cost of an hour of time in any one or all of the departments. What was this thing called "time" we were selling our customers? Was it our own time as manager? If so, how much did we sell the Union Pacific on that job of ten thousand commodity tariffs? Was it Bill Jones's time—Bill Jones, who is paid mostly for distributing and "cleaning up"? Was it the pressman's time—the pressman who was running one machine because there was no form for the other, and who, therefore, once the work was started, put in most of his time drawing his breath and his salary? And, anyhow, how much of the time of these worthies, and others of their kind, did we actually sell the U. P.? How about Jones's time? The job was on the press twelve hours; should we charge twelve hours of the pressman's time to it when he should have been running two presses but wasn't?

Hard questions, these. Before we found the answer all sorts of impossible solutions were offered—solutions which were as little understood by those offering them as by those who openly confessed they could make neither head nor tail of them.

Nevertheless the work of those pioneers in cost finding was of untold value. They were striving for the truth, and as this and that theory was tried, found wanting, and discarded, we were getting nearer and nearer the goal. All honor to them.

We know now what to charge and how to charge it—that is, those of us know who are using the Standard Cost System.

The average printer, however, still looks upon the Standard Cost System as something which his competitor greatly needs, but which he himself can get along without very well. He is waiting "for a system more simple—more easily understood—something less bound about with red tape." He is mistaken. He needs the Standard Cost System, and he must have it or lose in the race for success.

Perhaps you wonder why so few printers understand—why so few are using—the standard system, if it is the simple proposition I say it is. One reason is that only a few of those writing and lecturing on the subject have a thorough knowledge of it. Another reason is that many printers take the attitude that no one else can teach them anything. Still another is the distrust the average printer has for his competitors—a distrust often so deep-seated that he will not confer and coöperate with them.

These things are wrong. We must call off the incompetents. We must take Franklin's advice and learn by the experience of others. We must have confidence in other printers.

In these articles I am going to tell you what the Standard Cost System really is. But let me say here and now that if you are one of those with a home-made system who believes all the wisdom of the ages can't produce anything better, what follows is not for you.

Let me say, too, that the selfish, suspicious, jealous printer who refuses to believe in the integrity of his competitors, will never get very far on the road to success.

I assert and am going to prove to all who read these articles, that the Standard Cost System is perfectly adapted to the needs of every shop, regardless of whether the number of employes is one or one thousand; that it will tell you how to charge your own time into the price of the work, as well as the time of Bill Jones, of the pressman, and of every one else having anything to do with it; that it will tell you what you are selling when you sell time, and how much the hour costs.

In a word, then, the Standard Cost System will tell you how many hours a job ought to take, how many hours it did take, and how much each hour cost. And, besides, it will make your shop more efficient than it ever was in the past, for it will point out many unsuspected leaks that in the aggregate run into an astounding total.

Does this sound too good to be true? Well, it is true. Ask any one who uses the standard system. Look at your own business, and at that of your competitors, and ask yourself if there isn't something wrong. In your own case, have you made the business success you deserve? Is there a business-man in any other line in your community with the same investment as your own, or who began business with the same capital and opportunities as yourself, who has made a greater success than you? If there is, how did he do it? Surely he is entitled to no larger percentage of profit than you are. Surely you are of more value to the community than he is, for if it were necessary to eliminate all of his kind or all of your kind, the vote in favor of retaining printing would be practically unanimous. He is more prosperous than you because he knows his costs and can and does put a selling price on his wares that will give him a profit. You must know your costs. You must install and conscientiously use the Standard Cost System, for it will—

Show you the exact cost of each job.

Tell you what each department is making or losing.

Enable you to make a profit on each job.

Sift out all the unprofitable work.

Make your plant more efficient.

Point out costly leaks now unsuspected.

Teach you how to estimate accurately.

Raise you in the esteem of your patrons.

Greatly increase the amount of work given you on open order.

Give you records and data which in case of fire will be accepted without question by insurance companies.

Make you a better business-man.

Put your business on a plane as high as that occupied by any other in your community.

All these and more benefits will be yours if you will study and apply the principles of the Standard Cost System. The installation cost is nothing. The system is simple, for if we include the daily time-sheet there are but four blanks needed, no matter how small nor how large the plant. There is nothing mysterious—nothing involved—nothing hard to understand.

What I have written here is to prove to you that you are in urgent need of the Standard Cost System. True, your competitor needs it also—and he is going to have it. But you are the one to consider now. Make up your mind to put it in. Next month the underlying principles of the Standard System will be explained.

TENTATIVE PROGRAM FOR MEETING OF NATIONAL EDITORIAL ASSOCIATION

At Hot Springs and Little Rock, Arkansas, June 3 to 9, 1918

Little Rock, Monday, June 3rd—9:30 A. M.

Call to Order—President H. C. Hotaling, of Mapleton, Minn.

Invocation—Rev. J. D. Hammons.

Singing of America.

Addresses of Welcome—

Governor C. H. Brough.

Mayor Chas. E. Taylor.

Representative of the Board of Commerce.

Responses—

Past-President Lee J. Rountree.

T. L. Pound, President Arkansas Press Ass'n.

Annual Address—H. C. Hotaling, President, National Editorial Association, Mapleton, Minn.

Appointment of Convention Committees.

Reconstruction after the War—Frank Sissin, New York City.

Reports.

Announcements.

11 A. M.

Start for Camp Pike and automobile tour of the cities of Little Rock and North Little Rock on return, finishing about 6 P. M. at the Hotel Marion. Stop at Camp Pike for dinner.

Evening—8 to 10 P. M.

Reception—Governor and Mrs. Brough at the State Capitol Building.

Tuesday, June 4th—7 A. M.

Automobile Tour—Leaving Hotel Marion at 7 A. M., for automobile tour of Pulaski and Lonoke Counties over Pike Roads through the great cotton and rice fields of Arkansas, by palatial homes of Arthur Alexander, the Dortch Plantation, and others, with a stop of thirty minutes at England, Arkansas, where a reception will be tendered by the citizens and planters of that community.

Inspection of Eberts Aviation Field, at Lonoke, and dinner at Eagle Park.

5:00 P. M.

Return to Little Rock.

Evening—7 P. M.

Business Session—Marion Hotel Convention Hall.

Committee Reports.

Address—Handling Convicts—Tom J. Tyan, Canon City, Colorado.

Address—Hot Springs Government Vocational School—F. H. Stevens, Hot Springs, Arkansas.

Address—Linotype in a Country Office—Allen E. McGowan, Appleton, Minn.

Wednesday, June 5th—9:30 A. M.

Business Session.

Address—Wm. G. McAdoo, Secretary of Treasury, Washington, D. C.

11:30 A. M.

Leave Marion Hotel for Hot Springs, visiting en route the greatest aluminum mines in the world at Bauxite, Arkansas, and the famous Niloak Pottery, at Benton.

5:00 P. M.

Arrive at Hot Springs.

Hot Springs (Night Session) June 4th—8:00 P. M.

(Arlington Hotel Convention Hall)

Address of Welcome—Rev. Marion Nelson Waldrip.

Responses—J. Clyde Oswald, New York.

Jno. H. Hand, Past-President Arkansas Press Association.

Illustrated Lecture—A Newspaper Man with General Pershing in Mexico—Geo. Clements, El Paso, Texas.

Thursday, June 6th—9:30 A. M.

Address—Loyalty Editorials—C. H. Mooney, Memphis, Tenn.

Address—The Newspaper as a Power in National Development—Paul W. Brown, St. Louis, Mo.

Address—An International Press—Dean Walter Williams, Columbia, Mo.

Afternoon

Address—Feeding the World—Herbert Hoover, Washington, D. C.

Address—Coöperation of the City and Country Press—Fred Heiskell, Little Rock, Ark.

Address—The Cost System in a Country Office—John F. D. Aue, Ft. Smith, Ark.

Address—The Real City's Daily Influence—Harvey Ingram, Des Moines, Iowa.

Address—Courtland Smith, New York City.

Evening—8:00 P. M.

Reception and Ball—Arlington Hotel, by citizens of Hot Springs.

Friday, June 7th—3:00 A. M.

Endurance Event for Fat Editors: Start for the top of the Hot Springs Mountain afoot for sunrise breakfast, served by the Hot Springs High School girls,

including coffee, hot biscuits and Arkansas Razor Back Bacon, and other delicacies.

4:45 A. M.

See the sun-rise from the top of Hot Springs Mountain as this is a wonderful sight, and an event in any editor's life. Veracious Hot Springs editors declare one can see the sizzling vapor from the Mississippi River, 187 miles to the east, as old Sol emerges from its muddy waters. **5:30 A. M.**

Open-air sing-song around camp fire. Trips up elevator of the steel observation tower. Inspection of the world-famous hot springs with their radium-impregnated waters. These springs are rarely opened for public view, but everything in Hot Springs will be opened for the editors. Tour through Army and Navy Hospital.

9:00 A. M.

Back to Hotel for rest and opportunity for second breakfast. **10:00 A. M.**

Business Session.

Address—Camouflaging in the Newspaper Game—Miss Mae Hamilton, Des Moines, Iowa.

Address—Field Secretary at Work—Sen. G. L. Caswell, Dennison, Iowa.

Address—Two Dollar Weekly—Wright Patterson, Chicago, Ill.

Address—The Cost of Printing a Country Newspaper—E. K. Whiting, Owatonna, Minn.

Afternoon—1:30 P. M.

Address—Ex-President Theodore Roosevelt.

Address—W. E. Mallalieu, New York City.

5:00 P. M.

Leave in automobiles for a point five miles south of Hot Springs, where eclipse of sun will be total. Eclipse begins (partial) at 5:30 and ends at 7:36. The total eclipse begins at 6:35 and twelve seconds and ends at 6:36 and 23 seconds. The sun sets at 8:20, so the sun will be fairly high at the time of the eclipse.

8:00 P. M.

Editorial and Press Frolic at Auditorium Theatre. ,

Saturday, June 8th—10:00 A. M.

Excursion on M. D & G. Ry. to the Diamond field, Highland Peach Orchard, visiting Nashville and other towns. **Sunday, June 9th**

Editors will fill pulpits of Hot Springs churches.

Bath houses open for hot plunges.

Evening

Leave on special train of Pullmans for seven-day tour of the state, visiting fity-one out of the seventy-five counties.

ITINERARY OF THE EDITORIAL SPECIAL

Leave Hot Springs Sunday night, 9:00 P. M., June 9th. Arrive Texarkana Monday morning, June 10th, for 7:00 o'clock breakfast, which will be served by two hundred of the prettiest girls in Arkansas and Texas. Tables to be set half in Texas and half in Arkansas.

Leave Texarkana 9:30 A. M., with stops at Louisville and Stamps. Arrive at Camden for lunch.

Leave Camden 2:00 P. M. Stops at Thornton, Fordyce and Rison. Arrive at Pine Bluff 4:30 P. M., where reception will be tendered the visitors by the citizens of Pine Bluff at the Country Club.

Leave Pine Bluff 12:00 midnight. Arrive Lake Village, June 11th, for 7:00 A. M., breakfast, to be served at Ditch Bayou Park.

Leave Lake Village at 10:30 A. M. Arrive Dermott 11:30 A. M., where lunches will be put on train.

Leave Dermott at 12:30, with stops at McGehee and Altheimer. Arrive at Stuttgart at 6:00 P. M. for supper.

A trip will be taken over the rice fields and through the rice mills. The entire party will attend the graduating exercises of the high school, where Governor Brough will deliver the commencement address.

Leave Stuttgart 12:00 o'clock midnight. Arrive Jonesboro for 7:00 A. M. breakfast, June 12th.

Leave Jonesboro 10:30 A. M. Arrive Paragould 11:30 A. M., where lunches will be put on the train after an an automobile trip over city.

Leave Paragould at 1:30 P. M. Arrive Blytheville at 3:00 P. M. Automobile trip over Blytheville.

Leave Blytheville, 4:00 P. M. Arrive Luxora 4:30 P. M., where party will be met by automobiles and driven through this rich farming section of Mississippi County. Arrive at Osceola at 7:00 P. M., where the ladies of the community will serve lunch on the Courthouse lawn.

Leave Osceola at 9:30 P. M. Arrive at Newport for 7:00 A. M. breakfast, June 13th. Party will leave in automobiles at 8:30 A. M., driving through the rich lands of Oil Trough Bottom and Big Bayou Bottom, taking train at Newark at 11:00 A. M. Arrive at Batesville at 12:00, where fish fry will be served at Lock and Dam, No. 1, on the Government Reservation. Party will leave at 1:30 P. M., for a visit to the state institutions, Pfeifer's Quarry and other places of interest.

Leave Batesville at 3:00 P. M., with stops at Melbourne, and Cotter. Arrive at Yellville, where a squirrel supper wil be served and visits made to mineral fields and mines.

Leave Yellville 9:00 P. M. Arrive Siloam Springs for 7:00 A. M., breakfast, June 14th.

Leave Siloam Springs at 9:30 A. M., Friday. Arrive at Fayetteville at 1:30 P. M., with stops at Winslow. Arrive in Ft. Smith at 4:30 P. M. After automobile trip over the factory districts of Ft. Smith a banquet and reception at the Goldman Hotel will be tendered the visitors by the citizens of Ft. Smith.

Leave Ft. Smith at 7:00 A. M., June 15th, with stops at Ozark, Clarksville, Russellville and Conway. Arrive at Hot Springs at 7:00 P. M., Saturday.

SCHOOLS OF PRINTING ADVOCATED THIRTY YEARS AGO

(From National Printer-Journalist, April, 1888)

"There are very few really good all-round printers. One man is clever at brass rule work, another is fast on straight work, another is a good stone hand, another is not so good at these lines, but has cleaner proofs than either—yet not one of them knows anything about presswork. Then among pressmen, one is good on job presses, another is good on cylinder cut work, another on color work, and another, who is not so good at either of the foregoing, can, nevertheless, do his work in much less time; but none of them have the least idea of type-setting or imposing pages or anything else belonging to the composing department. And then, again, neither compositors nor pressmen know anything of the sizes, weights and qualities of paper and card stock, or cost of presses, or the price per pound of type, and as for knowing anything about the prices charged for work, that is quite out of the question. They have for years been doing just one class of work, and are quite at a loss if called upon to take hold of something else. If a job of cut work comes along they would rather let some other man make it ready than put themselves out of the way to learn how themselves. It is to be hoped that some will try to obtain a larger practical knowledge of their business, more especially the younger members of the printing craft. We should like to see schools for instruction, as has been agitated in a number of trade journals, established which would surely result in great benefit to the trade generally, and would be the nearest means of producing good, all-around printers."

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

I HAVE written as much so often that it seems almost superfluous to state again that none of a newspaper's various arts, parts or points is of more importance, both to itself and to its readers, than the editorial page. A department of editorials in a newspaper is what character is in a man. Such a department gives a sheet prestige, power, weight, as well as influence, force and charm, and thereby enlarges its capacity for the great public service which should be every publication's chief aim and only excuse for existence.

In no other portion of a paper's contents can one find so accurate a guage of its class and kind as in its editorial columns, for it is here that the journal itself speaks out in personal tones to its readers. It is here that the editor airs his innermost thoughts and opinions on the various subjects approached and puts himself on record as favoring, or discountenancing the principles of interest to himself and his readers.

Though the avowed importance of an editorial department, I suppose, is well and generally recognized among newspaper-makers, yet many home weeklies are to be found in every state lacking this essential feature. This deplorable deficiency is due principally to the fact that many editors do not know and many others think they do not know, how to write an editorial, while a few others are altogether too indolent to write more than they are actually compelled to.

No man should aspire to an editorialship of any kind who cannot, or who will not, write an editorial. The ability and willingness to do so ought to be the first test of editorial eligibility.

Editorials are merely the editor's opinions. They may be long or short, according to the whim of the writer, and based upon almost any subject of timely interest—usually the current issues of the day, and, in the case of the home weekly, more especially upon issues effecting the weal of the people within the home field.

While editorials, like the news, should ever be truthful, nevertheless, like falsehoods, they can be "made out of whole cloth," as it were, by which is meant that they can be written on any of the various topics of a moral or didactic nature, and they likewise offer an excellent opportunity for the exploitation of talent for "heart interest" stuff. The choice of subject is almost limitless—just as limitless as human thought—but the tone should ever be sweet and clean and free from all taints of pessimism and libel.

The practice of too many country editors is to air their personal opinions through their news columns, which is entirely wrong. The news should be told simply, truthfully, straightforwardly, uncolored by editorial opinion. This last should be reserved for dissemination through one's editorial page. This—the news—is the most popular matter for editorial discussion, especially the political news. But in connection with this phase of the subject, it should be added that, aside from politics, there are a great many equally edifying and equally essential topics to inspire the editorial writer. As a suggestion, political economy, is better than political parties or political issues, and to all fellow editors, I would earnestly commend the study and preaching of that science.

Like any other written matter, editorials are merely thoughts—the editor's thoughts, which brings us face to face with the significant truth that to be a success as an editor, one must be a thinker. While that is palpably true of any vocation, and particularly of any kind of writing, it is distinctly and inseparably true of editorial writing, because, unlike news and fiction stories, the editorial, as a rule, contains little description and little recital of the "business" of characters, but is purely and simply just what the editor thinks on the subject in hand. If the editorial is clear, crisp and forceful, this proves its author is a clear and forceful thinker.

A newspaper's editorials, then, represent that newspaper's editor's thinking. And this may explain why some papers have no editorials. As Emerson said, deep thinking is hard work. If you have never tried it, you don't know just how difficult it is. Few men in the world are deep thinkers. This is not only because men

dislike hard work, but so many have neglected to cultivate the ability. Of course, all men think, after a fashion; but the trouble is the average mind does not penetrate beyond trivialities. The thinking mind is a pioneer. It dares to venture outside of the environs of here and now and explore the untrod territories of tomorrow. Among the masses too much brain energy is wasted on trifles and too little devoted to essentials. That's why human poverty increases in greater ratio than human progress.

To get right down and think hard on the great essentials of life is a task from which too many of us naturally shrink—a task we are too prone to leave to so-called master minds. We are careless of the fact that mind, like muscle, must be exercised, if it is to grow strong and powerful. In any line—be it military or commercial, financial or political, ministerial or judicial, inventive or literary—the leaders always have been, ever are, and eternally will be, the thinkers. The man who can't think, can't write, because he has no opinion—no thought—to express.

An editorial writer should be something of a master of the laws of rhetoric, too, and should possess a fair command of language, for, without the first, his paragraphs will fall short of clarity, and thus fail in conveying the desired message; and, without the last, the reader of one's sentences is apt to receive an entirely ambiguous or imperfect idea.

Common thought is carried on in mental pictures, not in words, as it is expressed. Words are but the units by which a writer constructs his thought-pictures, just as daubs of color are the units by which an artist spreads a scene upon his canvas. Words are like paints, too, in their various shades of meaning. For example, let me write three sentences: "He is a naughty boy." "He is a bad boy." "He is a vicious boy." Here, in the three different adjectives, we have shades of meaning corresponding, we might say, to the tones of gray, lead and slate.

We see, therefore, that words are peculiar things—things on which it behooves those whose business it is to use them to bestow a deal of earnest contemplation. Now, I understand well enough that it is the business of everyone to use these intricate implements of thought—expression, but how much more important are they to the man who must employ them in his daily work as an editorial writer.

In the study of words, we recognize, most assuredly, the importance of nouns, but everyone very naturally acquires a more or less complete lexicon of names for things. About the first words a human being learns are nouns, because one's field of vision is replete with objects requiring names. Those who have read the story of creation in the Book of Genesis will remember that about the first thing Adam did was to give names to the various creatures placed with him within the Garden of Eden. Following out the simile drawn in a preceding paragraphs, we might say that nouns are like the artist's preliminary penciled sketch, whereas adjectives may be likened to the vari-colored pigments with which he later proceeds to fill in the picture.

I may name a thing by pronouncing a noun, but, as yet, the idea conveyed is but vague or general. It is only after I have described that thing, by choosing the proper epithet, that a clear mental picture is imparted from my mind to yours. For example: I say, "It is a spade," and you immediately conceive a general picture of that familiar implement. But not until I have added some such specific adjective as "bright," "new," "old," "rusty," "dull," "sharp," etc., do you see clearly the kind of spade I have in mind.

It becomes evident, then, that the editorial writer should by all means available become a master of words, so that on all occasions demanding it, he can employ just the right term to give the desired tone of thought. As in the case of all literary workers, the editorial writer should be a word student, never ceasing to note the minutest differences between the various shades of meaning, particularly of modifiers.

A practical method of enlarging one's vocabulary is by cultivating the "dictionary habit." Whenever a new word is heard or seen, look it up. There is scarcely anyone, however, well educated, but who in his daily reading will run across strange words, or words the meaning of which he is not quite sure. Now the things to do whenever such words are encountered, is to set them down in one's notebook—and it is really surprising in how short a time one will accumulate a long list of such adjectives. At the first convenience look these words up in the dictionary, noting carefully the derivation, significance, etc., and study closely the list of synonyms, when one is given. And an excellent practice for one who is actually in earnest for self-improvement as a writer, is to make a typewritten list of these new words, together with their definitions, which list should be gone over occasionally, and each of the new words put to practical use, either in speech or upon paper, at every opportunity presenting itself. It has been said on good authority that to use a word correctly five times makes that word

one's own. But, notwithstanding this rather lengthy preachment on words and the business of enlarging one's vocabulary, as means of increasing facility in writing, let the novice editorial writer remember that he who writes best sticks tenaciously to simple idioms.

Now, as to style in editorial writing, of course, we have variety. For instance, there is the argumentative style, the narrative, the satirical, the allegorical, the fabulous and the emotional, which occur to me, and there are possibly still other styles appropriated by more or less noted editors; but I could not conscientiously recommend any particular one of these to my readers. As a matter of fact, I think it would be wrong, if not entirely useless, to do so, for, in writing, each individual adopts, sooner or later, the mode of expression to which his talent is most naturally adapted.

Style in editorial writing, I might suggest, is similar to gait in walking. Some men stride, because it is natural to their long legs. Other men trip along in shorter and more rapid steps, because they are built differently. Each pedestrian assumes such manner of locomotion as his peculiarities of anatomy demand. And just so in writing the editorial, one's phrases must be allowed to swing in unison with, and one's ideas permitted to unfold in accordance to, the peculiarities of the mind and personality back of them.

But to conclude: In editorial writing, as in all other literary endeavors, while it is good to study and to know technique, technique is a most excellent thing to forget when one ripens for actual work. When you sit down to write, begin by ignoring all rules. Concentrate upon the one idea. Believe implicitly in your own powers. Strike boldly out for yourself. Be natural. Allow the fires of inspiration to flame as high as they will, but don't sit around waiting for spontaneous combustion. Remember, the fires of inspiration are like the fires in the kitchen range: They won't start themselves; you must start them. In either case the morning paper is useful as a starter. Add fuel to the flame by thinking. Learn to do your own thinking. And express your thoughts in your own way. Thus you will become original, and in editorial work, as much as in any other calling, it is originality that counts for more than anything else.

* * *

Harvard, Illinois, March 23, 1918.

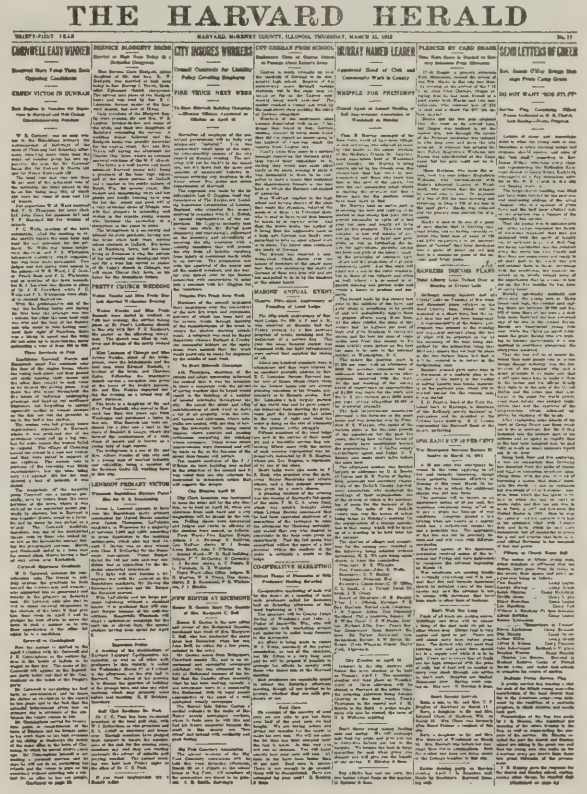
Mr. O. Byron Copper, De Soto, Wis.

Dear Mr. Copper:—Under separate cover we are sending you copies of our paper, The Harvard Herald, for inspection, criticism and commendation if it merits the latter.

The papers are taken for a number of weeks during the winter and until this week, when the advertising has been high and low. No particular numbers have been chosen and for that reason we invite inspection, especially on make-up, ad-composition and typographical appearance, as well as any other branch you may see fit to touch on. Be free and frank in what you may say.

Very truly, M. F. WALSH.

It is ever a real pleasure for me to receive a copy of this superb northern Illinois newspaper for inspection and review, because it offers one such a broad opportunity for exercising one's powers of admiration. In life, I have observed, generally when one is doing fairly well in whatever line of activity his efforts may be directed, he hears little of it; but let him err or blunder a bit, and reports promptly begin to arrive. It is the old principle so well illustrated in the inimitable parable of the lost sheep, whose return to the fold occasioned so much more rejoicing than was expressed over the ninety and nine that went not astray. These ninety and nine steadfast ones had this consolation, however: They were spared the roasting which was heaped upon the head of the poor estray whilst he was wandering beyond the corral. But, it has always been the aim of this department to make


THE HARVARD HERALD

No. 1

as great ado over those who excel as over those who fail. And here certainly is an instance where the rejoicing ought to be loud and sincere, for in practically every respect the Harvard Herald is one of the best home weeklies to be met with anywhere. It is a seven-columned sheet, varying in number of pages, from eight to ten, according to need. It is wholly home printed, the work of the pressman being such that each page is an example of perfection. All the little details which count so highly in the mechanical makeup of a newspaper are attended to with infinite care and skill. The cultured editorial work makes itself evident even in the accompanying reproduction (Exhibit 1) but at least one of the many excellent "stories" should be read, ere a full appreciation of this sheet's literary excellence can be had. Beside the liberal array of news spread upon this fine front page, the Herald presents an exuberance of other "good stuff." The adver-

tisements are plentiful, considering the season, and their treatment at the hands of the compositor is exceedingly creditable. A couple of these excellent ads are shown herewith as Exhibits 2 and 3. In the main, the Herald is made up correctly, with all ads on the proper side of

Just In—The New Styles for Spring!
Prepare for Easter
Despite freight and express embargoes, despite country-wide railroad blockades—we have succeeded in assembling a fine stock of men's and young men's suits for Spring and Summer. And particularly do we invite your attention to our showing at $18.00, $20.00 and $25.00 of
Sincerity Clothes
As you doubtless know, the Sincerity label guarantees that every garment bearing it is all-wool—100 per cent and no compromise.
Hats and Furnishings
Butts & Wakeley
CLOTHES FOR MEN AND BOYS

No. 2

No. 3

the page, and after the triangular shape, of which an example is afforded in Exhibit 4. In its every department this paper radiates the signs of prosperity. Typography is up-to-date and complete, which adds most materially to the general excellence of appearance. In studying the reproductions of these Herald advertisements and pages, the reader should note particularly the close harmony and uniformity of all type faces and styles.

* * *

Spring Valley, Minn., March 27, 1918.

Mr. O. Byron Copper, De Soto, Wis.

Dear Brother Copper:—We are today sending you a copy of The Mercury's first "Spring Dress-Up" edition, in which all of Spring Valley's leading business firms participated, in fact, I got the two lumber yards to carry "ads" in this issue, the first time in the history of the paper, which is now thirty-seven years old. I have also taken the liberty to send you a copy of the window cards that we got out, advertising the coming of the edition and the event, and had them put up in every window of every firm in the city that was represented in the edition. If you should care to use the card, and the whole paper in general, go ahead, as we would like very much your criticisms on this edition, in fact, we like to know our faults with every edition, as only by finding them out and not making the same mistake twice are we going to succeed in reaching the top as successful country newspaper publishers.

As to your criticisms in answer to my last letter, we want to thank you, and in regard to The Mercury's advertisements not being of such a high standard, will say, that we try to get up our "ads" just as cheaply as possible, taking care to get up ones that are neat and serviceable. We do not, however, put any fancy frills and the like on them. What's your criticism on the ones in the "Spring Dress-Up" edition?

If every country publisher in the good old U. S. would try and find out their faults by sending in their papers to your journal for criticism and follow your department from month to month they would benefit a hundred-fold.

Fraternally yours,
LANGWORTHY & SON,
G. F. Langworthy, Managing Editor.

The foregoing letter from Brothers Langworthy & Son contains expression of the right spirit; and those readers who "skip" over it will miss one of the best bits within this installment of Newspaper Criticisms. I regret that the window card mentioned failed to reach me, although I am pleased to say my copy of the "Spring Dress-Up" edition of the Spring Valley Mercury was more fortunate, and lies open before me at this moment. It is a grand combination of art and practical service. As usual, the pages are all very neatly arranged, and I am gratified with the apparent improvement in the displayed advertisements. One of these is Exhibited as No. 5, anent

RUGS
J. B. Engelhardt
Lush & Schmauss
Grocery and Market
THE STORE FOR EVERYBODY
Grocery Specials for Friday and Saturday
Meat, Poultry and Fish Department
Right Now is Your Opportunity
TAKE advantage of it.
Buy your Clothing, your heavy storm coat, your underwear or your sweater now for next winter. This is a money saving tip. Play it.
Your dollar now is bigger in merchandise than $2.00 will be next fall.
We have some very desirable assortments in every department that are sure to please. The prices are much less than the merchandise is worth on the market—wholesale—today; in fact you are buying goods here at practically the old price—the goods must be moved at once to make room for the new Spring and Summer Merchandise.
The early Spring shoes and hats are here for your inspection. Hats: all the new shades and colors. A shape to suit your face.
Doyle & Howard, Harvard, Ill.

No. 4

which the only criticism I have to offer is that a border of one kind of rule, instead of the alternating black and shaded pieces, would have been preferable. While on this subject, let me say that it is not "fancy frills" that make good ads. Simplicity is the keynote of success in modern ad-composition; and in so far as Mercury advertisements are simple, they're right. But, it is possible to be artistic in typography without venturing upon the grotesque, and

"Dress Up" Your Home with the Right Kind of Furniture
Try our mail order department. We beat any Catalogue House on Earth
D. R. JORRIS & SON

No. 5

without becoming extravagant, either of time or material. The idea to get ads up cheaply, that is, economically, is commendable and should be the aim of every publisher; but, to accomplish this, it is hardly necessary that the advertisements be made unsightly, nor do I take it that

Brother Langworthy meant to imply anything of the sort. His compositor shows by his work that he is mastering the secret of producing inexpensive creations, without departing from the canons of art. The Mercury's style of makeup is always good, and contents, too, are still as praiseworthy as I found them at the time of my former inspection; but that which deserves my heartiest approval, if, indeed, one feature of this sheet is more commendable than another, is its delightful editorial page. The Mercury editor knows how to write—he has both vocabulary and style—and in the present crisis lacks not for subject nor inspiration. His editorial columns are brimming with patriotism of a whole-hearted type. "Mr. McAdoo on the Job" is the title of one effusion. "Play It Square" is another, on the subject of obeying war-time food restrictions. "The Third Liberty Loan," "How Many Have You Bought?" "People Want Information," and "Can't Beat Nelson" are other titles, which I quote to reveal their timely and patriotic nature. Beside these, all on questions of immediate interest, there are also a number of unheaded paragraphs, all veritable gems for pointed wit and wisdom. Such a newspaper as this is rendering its government an inestimable service. And it makes me blush to think that this same government, at the very same time, is doing such institutions of unselfish help and support, an injury by the maintenance of its envelope printing, and by the proposed zone system in fixing second-class postage rates. I say, appropriating one of Brother Langworthy's editorial headings, "Play the Game Square," Uncle Sam.

* * *

Gaylord, Minn., March 15, 1918.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—Am sending you today, under separate wrapper, a copy of the Gaylord Hub for your inspection and criticism, if you see fit to extend us this favor. Would like your opinion on the general appearance of our paper; also as to neatness, style of make-up of front page as well as other pages, and also your opinion of some of the ads.

Hoping to note this criticism in an early issue of the National Printer-Journalist, I am,

Yours very truly,

FRANK L. DEIS, ..

Foreman "Hub," Gaylord, Minn.

I can assure Brother Deis that, so far as appearances are concerned, the Gaylord Hub is of a very high rank. I am showing the front page in Exhibit 6, which is especially commendable for its well proportioned lay-out and well balanced arrangements of headings. The high degree of uniformity in these headings, too, is exceedingly pleasing, and so also is the creditable presswork. The title, or electrotyped heading, of the Hub seems to be considerably worn, and when a new one is purchased, I would suggest a more conservative face—something, for instance, more on the order of that in evidence in the Harvard Herald, a reproduction of which will be found within this same installment. The same type faces available for use in the displayed portions of this paper make that feature attractive and serviceable, in spite of the fact that the advertisements are rather plain and inartistic in design and general treatment; but I do not mean to intimate that these ads do not average fairly well, as country newspaper ads go. This specimen, for example (Exhibit 7) is without fault, other than the extreme indention of the first line of the "body." This specimen exemplifies the advantages of strict simplicity in composition. The Hub advertising columns are liberally patronized by local concerns, which is always a good reflection upon a town. In point of news-service, no complaint can be filed, but the absence of an editorial department is regrettable. Editor Chas. Wallin proves himself a business man, however, by announcing that on and after May 1st the Hub will not be bought for $1.50, but for $2.00 per year, as an all-home-

THE GAYLORD HUB

VOL. 29 GAYLORD, SIBLEY COUNTY, MINNESOTA, FRIDAY, MARCH 15, 1918. NO. 2

VILLAGE ELECTION IS TAME AFFAIR; 90 BALLOTS CAST

COUNTY FARM BUREAU ASSOCIATION FORMED

Potter-De Fee Concert Trio at City Hall Tuesday

Income Tax Man Coming — Democratic Concessions

Twine Prices Advanced Cost of Sisal is Doubled

Red Cross Notes

Letter From Gen. Metz

Gaylord 16; Morton 22

Creamery Directors Meeting

"Long Live The Hub" is Wish of Other Editors

Three Sibley County Boys Left for Texas on Tuesday

No. 6

printed six-column quarto should be, to render its publisher his deserved returns.

* * *

The advertisement shown as Exhibit 8 is one set by Brother E. E. Carpenter of Lawler, Iowa. As an empaneled creation, it is well laid out, but there, I regret to

FARM LOANS

We have the best of connections for placing loans on improved farms. We are able to offer the very lowest rate, least expense, and "on or before privileges. By placing our loans direct we save our customers the "Middle Man" commission. If you need a farm loan this spring call NOW for our terms.

CITIZENS STATE BANK

GAYLORD, MINN.

No. 7

have to confess, its virtues cease. In the first place the panels have been filled too full of type—that is, the measure selected for each "box" is too wide, thus crowding the space. The compositor may plead that this fault was un-

LANDON'S GIFT GOODS

THANKSGIVING SALE

Of GROCERIES and STAPLE CROCKERY

November 23 November 24

No. 8

avoidable, inasmuch as so great an amount of matter was furnished; but by careful figuring it is possible to overcome this defect. Display lines can be reduced and space economized here and there. This compositor's common

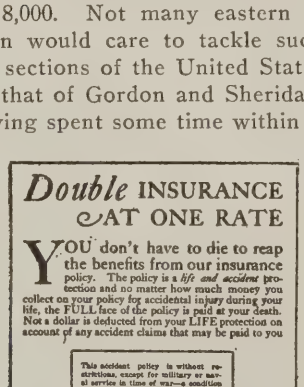
error is extreme spacing between words. I prefer to see this superfluous space at the ends of lines. It is such an optical jar to have to jump over wide gaps of white. The use of the bold Gothic in connection with the Cheltenham is deplorable, but this may have been unavoidable. In the letter-spacing of "Landon's" at the top, it would have been advisable to calculate upon the shape of the Cap L and se the following A flush up against the first letter. In all cases of letter-spacing it is well to watch such letters, A, L, V, W, Y, etc., and space accordingly, so that the optical effect will be uniform.

* * *

In last month's installment of Newspaper Criticisms I had occasion to examine a copy of the Gordon, Nebraska, Journal, and since then still other copies of this live-wire sheet have come to me. From one of these I am astonished to learn that on April 1 Editor A. E. Clark will begin the publication in Gordon of a daily newspaper, to be known as the Gordon Daily Journal, a fact most remarkable to a middle-west man, when it is known that

No. 9

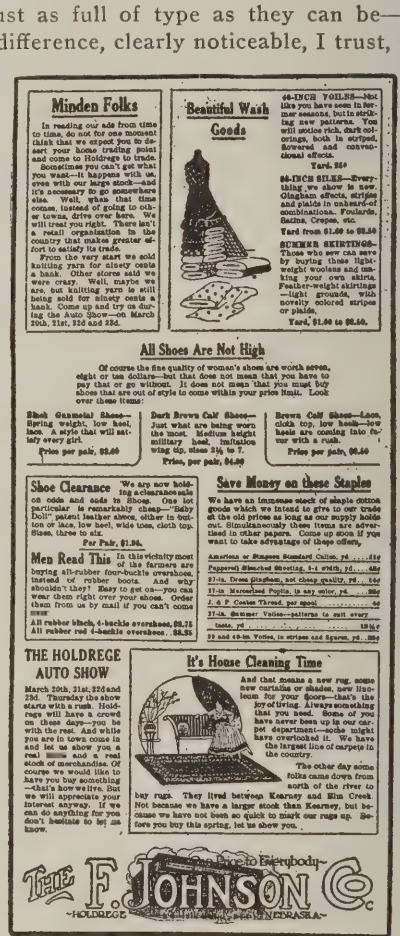
the population of Gordon is but 1,500, and of Sheridan County, only 8,000. Not many eastern or middle-west newspaper men would care to tackle such a project in towns in their sections of the United States with populations equal to that of Gordon and Sheridan County combined; but, having spent some time within the courageous


Double INSURANCE AT ONE RATE
YOU don't have to die to reap the benefits from our insurance policy. The policy is a life and accident protection and no matter how much money you collect on your policy for accidental injury during your life, the FULL face of the policy is paid at your death. Not a dollar is deducted from your LIFE protection on account of any accident claims that may be paid to you
The ELKHORN
LIFE & ACCIDENT INS. CO.
NORFOLK, NEBR.
H. O. MIELKE, Agent, Gordon, Nebraska

No .10

west, I am not going to predict failure for Brother Clark's daring enterprise. Here's hoping he makes good. Foreman G. O. McCarthy of the Journal office has favored this department of the National Printer-Journalist with a number of his tasty advertisement specimens, a couple of which I am pleased to show along with this paragraph, as Exhibits 9 and 10. When a printer of skill is given complete series of that grand letter, Caslon Old Style, to work with, the results are bound to be delightful—and that's what Brother McCarthy offers us in these two specimens—delightful results. Study these ads, you who wish to improve your taste and skill.

Exhibit 11 is reproduced as an example of intelligent panel-work. This specimen is taken from the Minden, Neb., Courier, that excellent publication which I have been moved to praise profusely in these columns on more than one occasion in the past, the mechanical makeup of which being so perfect that I scarcely ever receive a copy of this sheet without experiencing an almost irresistible temptation to reproduce two or more of its delightfully correct pages for the edification of my readers. It is interesting to compare this specimen with Exhibit 8, in the review of which I complained of the crowded condition of the panels or "boxes." Now, surely, the "boxes" of this Courier specimen are quite as crowded as those of Exhibit 8—just as full of type as they can be—but there's a marked difference, clearly noticeable, I trust, in compari-



No. 11

son. This Courier ad-man is a master hand and it is a hair-splitting critic that finds any flaws in his work. I heartily congratulate him upon his success.

* * *

Inasmuch as that in the introductory paragraphs of this installment the subject of editorial writing is discussed at some length, it is therefore appropriate to conclude with words of praise for the departments of excellent editorials in two papers at hand, namely, the Minden, Neb., Courier and the Odebolt, Iowa, News. Lee A. Richmond is editor of the paper first named, while David Phillips controls the destinies of the sheet last mentioned, and both are in line for my sincere congratulation for the excellence of their respective editorial pages. Both of these editors are good thinkers, clever writers, and both maintain departments of well conceived editorials as regular features of their publications. The result in both cases, is more influence, greater prestige, and, therefore, greater service. It is an example that all home weeklies will do well to emulate.

BOOKKEEPING AND COST FINDING FOR PRINTERS

FUNDAMENTAL BOOKKEEPING PRINCIPLES FOR PRINTERS

ASSIGNMENT IV

The General Books of a Printing House of Medium Size (concluded)

Posting of Books of Original Entry to Books of Final Entry

AFTER entering the transactions described in Assignment III, it is necessary to post the entries to the ledgers. Three ledgers are employed in the illustrative set—the Customers', Creditors', and General. While these three ledgers are kept, it should not be inferred that they necessarily represent three separate and distinct books. It is very likely that only one book will be used in actual practice; this book will be divided into three sections, each of which will be referred to as a ledger. Thus the term general ledger, as used in this assignment, would refer to that section of the ledger which contains the general accounts; the customers', to that section containing the customers' accounts; and the creditors' ledger, to that section containing the creditors' accounts. Exhibit 23 shows the ruling of these three ledgers.

Accounts should be opened in the general ledger in the following order:

Paper Stock.
Ink.
Electrotypes.
Ruling.
Engraving.
Productive Labor.
Non-productive Labor.
Rent.

SPECIMEN PAGE OF GENERAL, CREDITORS', AND CUSTOMERS' LEDGERS

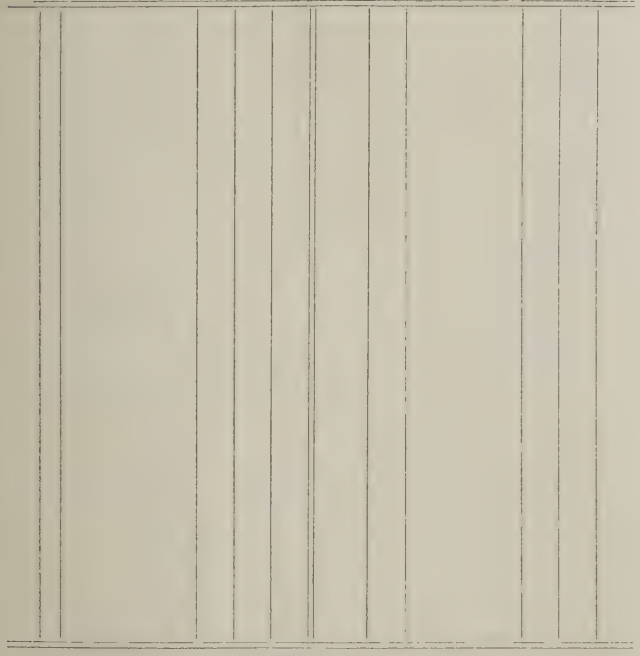


Exhibit 23

Insurance.
Shop Supplies.
Gas Consumed.
Electric Current Consumed.
Depreciation and Obsolescence of Equipment.
Interest on Investment.
Repairs.
*Taxes.
*Water.
Salesman's Salary.
Advertising.
Packing.
Discount on Sales.
Express.
*Miscellaneous Selling Expense.
Sales.
General Office Salaries.
Officers' Salaries.
Postage.
Telegrams and Telephone.
Discount on Purchases.
Club and Organization Dues.
Miscellaneous Office Expense.
Depreciation and Obsolescence of Office Furniture and Furnishings.
*Loss on Bad Debts.
*Spoiled Work.
*Trade Journals.
Factory.
Selling.
Administration.
Cash.
Customers' Accounts (Accounts Receivable).
*Notes Receivable.
Office Furniture and Furnishings.
Equipment.
Creditors' Accounts (Accounts Payable).
*Notes Payable.
Reserve for Depreciation and Obsolescence of Equipment.
Reserve for Depreciation and Obsolescence of Office Furniture and Furnishings.
A's Investment Account.
B's Investment Account.
C's Investment Account.

Accounts preceded by an asterisk (*) are not used in this illustrative set, because the transactions that have been listed involve no entries that would require posting to these accounts. The accounts would, however, undoubtedly appear on the ledger after a few months' operation of the business.

From the names, "customers'" and "creditors'," it is clear that all customers' accounts go into the customers' ledger, and all creditors' accounts go into the creditors' ledger. But the general ledger should contain ALL the accounts of the business in some form. In the general ledger the customers' and creditors' accounts appear merely as totals; the general ledger is not concerned with whether we bought from the Z Paper Co. or Crow Ink Co., or sold to the Coyle Grocery Co., or the Clark Hardware Co.; it needs to show a record merely of how much we have bought and how much we have sold. It is clear that the footing of the Total column of the purchase book represents total purchases on account. So this figure—in this case $1,556.59—is posted to the credit of the account called Creditors' Accounts in the general ledger. Referring to the illustration of the cash book in Assign-

ment III, it will be noticed that a column is provided, headed Creditors', in the cash book, and that the gross amounts paid to creditors are put in this column. So by taking the total of this column, there is obtained, in one amount, all the money paid to creditors—in this case, $1,177.19. This amount is posted to the debit side of the account in the general ledger entitled Creditors' Accounts.

The accounts with individual creditors are kept in the creditors' ledger, ruled as shown in Exhibit 23. From the purchase book, postings are made to the credit of the proper creditors' accounts in this ledger; and from the cash book, debits are posted to the individual accounts. It will be noticed that there are two folio columns in the cash book shown in Assignment III; one for recording the page in the general ledger to which an entry is posted (G. L. F.), and the other for recording the page in the creditors' ledger to which an entry is posted (Cr. L. F.). Therefore, what appears in detail in the creditors' ledger appears in summary form in the account called Creditors' Accounts in the general ledger.

Similarly, the total of the Sales column in the order and sales book gives the total sales of the month, which are posted to the debit of the account called Customers' Accounts in the general ledger, and the items are posted to the debit of individual customers in the customers' ledger. On the debit side of the cash book, shown in Assignment III, is a Customers' column, the total of which is posted to the credit of the account called Customers' Accounts in the general ledger, and the individual items to the credit of the individual customers' accounts in the customers' ledger. In our illustration, the total of the January Sales column in the sales book is $1,670.15; the total of the Customers' column in the cash book is $1,326.20; these amounts are posted to the debit and credit, respectively, of the account headed with the name Customers' Accounts in the general ledger.

Post separately to the customers' ledger the entries for all transactions affecting the individual customers' accounts, opening accounts with the several parties; and post separately to the individual creditors' accounts in the creditors' ledger the entries for all transactions affecting these accounts, opening an account with each firm to whom A, B & C have become indebted.

Posting of the Journal.—There is only one entry in the journal to post—the entry of the 2nd, debiting Equipment, $500, and crediting C's Investment account, $2,500. Post this entry.

Posting the Cash Book.—First total the various columns on the debit side of the cash book. The sum of the Net Cash and Discount on Sales columns should equal the sum of the Customers and General columns. This is not only a check on the accuracy of the work on the page, but it is useful for posting purposes as well. All items which appear in the General column are posted to the general ledger; all items appearing in the Customers column are posted to the customers' ledger. So, on this page the only accounts to be posted to the general ledger are those of A's, B's, and C's investments. Indicate in the G. L. F. column the page of the general ledger to which the posting is made. Post the various items to the credit of the individual customers' accounts in the customers' ledger, and indicate in the Cu. L. F. column the page of the customers' ledger to which the posting is made. The total of the Net Cash column is the total amount of cash received during the period under consideration, and this amount is posted to the debit of the Cash account in the general ledger. The total of the Discount on Sales column is posted to the debit of that account in the general ledger. The total of the Customers column, as we have seen, is posted to the credit of the account called Customers' Accounts in the general ledger. The footing of the general column is not posted, but instead its items are posted in detail, as has been shown.

In order to present clearly the relation between the footings of the various columns in the cash book, and to show how the double entry principle is maintained in posting them to a ledger, a journal entry should be made. This entry would be as follows:

Cash	$23,711.52	
Discount on Sales	24.68	
Customers' Accounts		$1,236.20
General		22,500.00

The General item is checked to show that it is not to be posted. In practice, however, this journalization is written on the page of the cash book itself, instead of in the journal, and, after the bookkeeper is accustomed to the work, he frequently does not even write the entry out in the cash book, but simply indicates the pages to which the totals are posted. So, in the Net Cash column page 28 might be indicated; in Discount on Sales, 18; Customers, 30. It should be understood that this practice is employed only as a short-cut. Before it is employed you should thoroughly understand that the posting of the column totals is in reality the posting of a journal entry, and that the practice does not in any way violate the fundamental principles of double entry bookkeeping.

The columns on the credit side of the cash book should be totalled, and the sum of the Net Cash and Discount on Purchases columns should equal the sum of the Creditors and General columns. All items appearing in the General column should be posted to the General ledger; all items appearing in the Creditors column should be posted to the creditors' ledger. General ledger pages should be indicated in the G. L. F. column; creditor's ledger pages should be indicated in the Cr. L. F. column.

The total of the Net Cash column and of the Discount on Purchases column should be posted to the credit of those accounts, while the total of the Creditors column should be posted to the credit of the account called Creditors' Accounts in the general ledger. The General column footing is not to be posted, since its items have been posted in detail to the general ledger. (The Creditors column items were posted to the creditor's ledger; not to the general ledger.) In journal form the summary entry for the postings of the column totals on the credit side of the cash book would be as follows:

General	$16,083.35	
Creditors' Accounts	1,177.19	
Cash		$17,224.69
Discount on Purchases		35.85

In practice this entry is either made on the credit side of the cash book, or the general ledger pages are written in the columns, as explained with reference to the debit side of the cash book.

Controlling Accounts.—Controlling accounts are accounts kept in the general ledger, which represent in summary form details which appear in corresponding subsidiary books. Thus, the Cash account in the general ledger is made up of only two items—one lump sum that is charged (the net amount received, as shown by the footing of the Net Cash column on the debit side of the cash book), and one lump sum that is credited (the net amount paid out as evidenced by the total of the Net Cash column on the credit side of the cash book). The Cash account controls the cash book. What you want to know is the balance of cash on hand, and it is far easier to have one credit to subtract from one debit than to have such items to add and then to subtract the totals. If you de-

sire the details of receipts or disbursements, you can refer to the cash book and find them. In a similar manner the account in the general ledger called Customers' Accounts controls the customers' ledger, and the account in the general ledger called Creditors' Accounts controls the creditors' ledger. The account called Customers' Accounts was debited with the total of the sales book, and credited with the total of the Customers column on the debit side of the cash book; the individual items of the Customers column were posted to the various accounts in the customers' ledger. The account called Creditors' Accounts in the general ledger was credited with the footing of the total column of the purchase book, and debited with the total of the Creditors column on the credit side of the cash book. The details of the several creditors' accounts were posted individually to the proper accounts in the creditors' ledger.

There are several advantages which result from employing controlling accounts. It is clear that it is necessary for the general ledger to contain in some form all the accounts of the business. The general ledger is the one book which should contain a complete history of the business. It is also clear that it would be quite impracticable to list all individual transactions in the ledger; but even if that is not done, a trial balance may be taken of the general ledger if controlling accounts are used.

Controlling accounts relating to the customers' and creditors' ledgers should be checked with those ledgers to establish their accuracy. This is called a "proof-posting" of the subsidiary book, and it is obvious that the balance of the subsidiary book should agree with the balance of the respective controlling account. If the balances do not agree, the error must be located and corrected. In this way the errors are localized, and the time of the bookkeeper in looking elsewhere for errors can be saved.

Another illustration of the use of controlling accounts is seen in the Equipment account. This is the controlling account for a subsidiary record which should contain the details of each piece or similar group of equipment in the plant. The Equipment controlling account will be explained in detail in Assignment VI.

Posting of the Purchase Book.—The posting of the purchase book was partially explained when we discussed the creditors' ledger. Post the sum of the Total column to the credit of the account called Creditors' Accounts in the general ledger, and the totals of the other columns to the debit of the accounts, the names of which appear as columnar headings. Of course, there is no Sundry account, and all items appearing in the column so headed must be posted individually; in this case there is only one—Packing, $10. Theoretically, a journal entry for the posting of the column totals in the purchase book would be made as follows:

Paper Stock	$1,167.19	
Ink	187.25	
Electrotypes	93.30	
Ruling	10.05	
Engraving	88.80	
Packing	10.00	
Creditors' Accounts		$1,556.59

In practice, this entry is either written on the page of the purchase book itself, or the pages to which the several amounts are posted are indicated below the totals. This is the reason a ledger folio column is given in the purchase book shown in Assignment III—so that the several items of the Sundry column may be posted directly to the general ledger, and the ledger pages may be indicated in connection with each item.

Posting of the Sales Book.—The total of the January Sales column of the sales book has already been posted to the debit of the account called Customers' Accounts in the general ledger. The corresponding credit would be posted to Sales in the general ledger. The journal form of entry for this adjustment would be as follows:

Customers' Accounts	$1,670.15	
Sales		$1,670.15

Ordinarily this entry would be indicated in the sales book itself either by the writing of the entry or by noting the ledger folio.

[This is a correspondence course in Cost Finding for Printers given by the University of Wisconsin Extension Division as a part of their service to the business people of Wisconsin.] [To be Continued]

LEIPSIC, OHIO, PAPERS MERGE

The Leipsic, Ohio, Free Press, has taken over the Leipsic Tribune and will issue as a semi-weekly, beginning May 1st. The Free Press was established in 1878 by William W. Smith. The paper has been continuously owned and conducted by members of the same family ever since. Mr. George F. Smith is the present editor.

NEWSPAPER EDITOR INTRODUCES SUCCESSOR

Mr. J. H. McKeever, editor of the Aberdeen, S. D., Daily American, is not quite ready to resign his important work, but is introducing his successor to the fraternity.

In a letter to the National Printer-Journalist, Mr. McKeever says:

"As an illustration of the way the American does things and the present state of the crop in South Dakota, I call your attention to the enclosed exhibit."

The "Exhibit" is that of a baby boy smiling as though he liked the prospect of wearing his dad's shoes. Above the portrait are the words: "Grown in South Dakota," and below, the lines:

Here's to better business and a big boy, who is a
"Junior," reason why 1918 is to be
THE ABERDEEN AMERICAN'S BIGGEST YEAR
Wishing you the same, J. H. McKEEVER.
Aberdeen, South Dakota.

VALUABLE INFORMATION ON TRADE-MARK PROTECTION

Mida's Trade-Mark Bureau of Chicago has issued a booklet containing valuable information concerning trade-mark protection, a copy of which will be found useful to any business man.

Among other things of interest are these:

Trade-mark Registration under the statutes of the various states is an important protection. Many states provide specific protection and often impose more severe penalties than are set by Federal statutes. Under Federal registration you can do no more than recover such damages as can be proven when suit is brought, and obtain a decree against the further misuse of your Trade-Mark. Many states provide heavy fines and in some cases, imprisonment, for Trade-Mark infringement.

Registration is prima facie evidence of ownership. It places your Trade Mark on public record for the guidance of others. Registration is the only indestructible form of evidence of ownership. This is true in many states, as well as in the United States Patent Office.

A properly protected Trade-Mark has sale, lease and mortgage value. It is the capstone of good-will; the guarantee of merit that you place upon your product.

Copies of the booklet are obtainable upon application to Mida's Trade-Mark Bureau, Rand McNally Building, Chicago.

NATIONAL PRINTER JOURNALIST
A JOURNAL for PRINTING and ALLIED TRADES

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CHICAGO. ILLINOIS, MAY, 1918

OUR AIM AND PURPOSE

The National Printer-Journalist is devoted to the promulgation of information and suggestions that will make for better business in the printing and publishing industry. It seeks to make of the printer-publisher a better business man and of the employee a better workman, whose efforts will co-ordinate those of his superior in the attainment of more substantial success.

Its editorial policy is positively committed to the furtherance of the best interests of those engaged in the printing-publishing department of the graphic arts industry. The National Printer-Journalist seeks to correlate the activities of all associations which have a positive program for the advancement in the high calling of its members. It is determinedly committed to the fighting of iniquitious and harmful legislation. Unfettered by restrictions of any description, it is able to readily lend its influence for the advancement of that particular division of the great graphic arts industry whose interest it has served for a third of a century.

Beginning with this issue of the National Printer-Journalist, a serious attempt will be made to bring to the attention of the readers of the magazine certain facts concerning the better management of their printing and publishing enterprises. Some of the suggestions advanced will be of a revolutionary nature, but this is an age of revolutions.

For many years this journal has published articles and editorials, has offered suggestions and cited examples, and has been the means of pointing out needs which were not so apparent to those whose time was occupied with the multitudinous details in the conduct of their businesses. This journal advocated schools of journalism twenty-five years before the idea was found to be practical, and many newspaper men to this day contend that their trade cannot be learned in class rooms.

For the past several months the National Printer-Journalist has contained warnings concerning the extremely dangerous conditions just ahead. Articles have appeared regarding the paper situation, the demands for publicity by war interests without financial return, increased labor and material costs. The National Printer-Journalist has declared that ruin faced those engaged in the industry unless a re-adjustment was decided upon.

The predictions of calamity have been fulfilled, and the end is not yet. So long as owners of printing and publishing establishments are content to manage their plants under systems that prevailed two years ago, disaster and ruin will surely overtake them. The mortality among printing and publishing offices during the past year has been great and the prediction is made that it will be greater unless an immediate change in the basis of conducting business is made by those who have been tardy in heeding the warnings.

When costs in composing rooms advance, as they have, from $1.00 and $1.20 to $1.80 an hour and higher, and when the hour cost in platen press rooms leaps from 80 cents to $1.20 and more, the man who continues taking work at former prices and disregards facts which are daily brought to his attention, cannot escape the humiliation of financial disaster.

An editorial published by Arthur Brisbane in the Chicago American, under date of May 3, 1918, contains some weighty particulars concerning small-town newspapers, which are worthy of grave study. A few extracts are presented herewith:

Twelve hundred weekly papers in the United States have suspended publication during the year and hundreds of others are on the verge of early suspension. In the cities consolidations continue and many papers operated by independent capital have passed out of existence. No other line of business has been so adversely affected by war conditions.

With no hope of recouping increased cost of operation with an advance either in subscription or advertising rates, even those papers fairly secure are facing a situation far from encouraging, to say the least of it. As costs mount, being denied protection from the paper trust by the United States Senate, publishers of small weeklies and dailies are wondering if the struggle is worth while.

The editor of the small town or country newspaper is literally the national policeman.

If it were published in all the newspapers that twelve hundred policemen had been silently and quietly put to death by one commercial organization, somebody would show signs of interest.

But when you read the above statement concerning the killing of twelve hundred small newspapers, and incidentally ending the careers of twelve hundred editors, you read something that doesn't interest government in the least.

* * *

The leading article in this month's edition is upon the subject of stimulating production. Earnest study of the suggestions advanced by Mr. Davis is strongly urged. The first objection offered by many owners of printing establishments to a plan like that under consideration will naturally be that "It won't work in my

office." When the installation of cost systems was advised by this journal a great many years ago, the contention was the same. Some printers said that the operation of a cost system entailed an expenditure of time and effort that exceeded its value. Others declared that they knew what their costs were and did not approve of "these new-fangled methods."

Some there will be who will contend that the bonus system may work where the manufacturing is confined to one or two articles, the time of production of which may be easily kept. They will say that the bonus system may be easily adapted to the manufacture of clothing, for instance, but where a printing plant is producing everything from statement heads to catalogs, that no possible method could be devised whereby employes would work more intelligently and enthusiastically for the larger output with less waste. Those who reach conclusions of this sort are respectfully invited to exercise a little more patience.

In the publication of this initial article, the National Printer-Journalist does not consider that it has solved every question that may come up in successfully applying the idea. The journal, however, is of the decided opinion that the bonus system may be used in the printing business, and in paving the way for the adoption of this principle of management, the magazine is strongly of the opinion that the leaders of the industry, the Typothetae, the N. E. A., and other associations which represent the intelligent portion of the trade, should immediately study the possibilities and seek to secure the early adoption of the idea.

PRINTERS AND PUBLISHERS BENEFICIARIES UNDER THE WISCONSIN PLAN

Wisconsin printers and publishers are the beneficiaries of a most advantageous plan put into effect in 1915 for the installation of cost systems. By a co-operative arrangement between the University Extension Division and the Wisconsin Federated Printing and Press Associations, the University furnishes a field man to make the installations and the Federation provides the cost system books and other printed matter and pays the traveling expenses of the field man. The University makes no charge for its part of the service. The Federation charges for the printing and traveling expenses on a cost basis. Under this arrangement, the cost of installing a cost system is comparatively small, not exceeding $50 so far and in several instances being as low as $17.50. The basis of the cost at present is $10 for the set of books and other forms and $5 a day for traveling expenses. Thus, the field man could spend six days in a shop and with the price of the books the cost would be only $40. Expense of upkeep of the cost system after installation is made exceedingly low through the Federation, which keeps the cost books and forms in stock and furnishes electrotypes of the most used forms, all being sold practically at cost. The service is now in its third year and promises to become permanent.

MILLER'S MUTUAL ISSUES GRATIFYING REPORT TO MEMBERS

The Miller's Mutual Casualty Insurance Company, with home offices at 220 S. State Street, Chicago, has just issued a most gratifying report to its members. The following is an excerpt:

"The events of the past year are of direct interest to every policy-holder of our company as well as to every person requiring casualty insurance protection who is concerned in (1) reducing the cost of his insurance, (2) the financial strength of the protection he receives, and (3) the character of the Company in which he places his confidence and upon which he relies in case of loss.

"Seven successful years have now elapsed since the plan which resulted in the incorporation of the Millers Mutual was proposed. The year just passed has been by far the most successful in the history of our company. Our business during the year increased more than 100 per cent and our assets have now passed the half million dollar mark. In spite of the abnormal industrial activity and the greater number of accidents which have resulted therefrom, the loss ratio of our company has been maintained at its former low level. In spite of the extraordinary increase in the cost of labor, supplies, transportation, telegraph and telephone service, postage, taxes and all other operating expenses, the underwriting and management expenses of our Company have actually been reduced. The total amount of savings returned to our members is now in excess of $280,000,00. This saving has been achieved without sacrificing any of the essential elements of a successful and permanent insurance institution. We have fully maintained our reputation previously commented upon in public insurance reports for the prompt handling and settlement of all claims. Over 13,000 accidents have been properly and satisfactorily adjusted and paid.

"Never before have thrift and economy been a national necessity. In the past the practice of economy has indicated good business sense and prudence. It is now a public duty of the highest order. We feel particularly gratified that we are at this time engaged with you in a business having for its object the saving of life and limb. Every industrial injury prevented means another man or woman saved to assist in maintaining trade and commerce while the Nation is at war. Every dollar saved by us and returned to you is an addition to our personal and national fighting strength. Our company, since its first year, has saved and released for productive purposes more than 25 per cent of the premium contributions of our members. We have prepared to meet the increasing demands of those who are beginning to realize the necessity of eliminating useless expense and waste in satisfying their insurance requirements and are turning to strong mutual insurance companies for the purpose of securing better protection at a lower cost."

TRADE-MARK MIX-UPS AND SUNDRY WAYS OUT

By L. W. Mida, President Mida's Trade Mark Bureau, Chicago *

Article Seven

What is Meant by Priority of Rights?

A GREAT deal is said by owners of trade-marks, relative to priority of rights. A prior right is unquestionably almost complete title to a trade-mark. But this prior right has to be established beyond any doubt or question.

For example, it may be claimed that a trade-mark has been used for the past seven years. But the claimant can not say just what month, perhaps not even the year he started to use it. And yet, if he is going to establish his claims of priority, he must show the year and the month and the day.

He must have definite proof, and he must show, further, that he has been using that trade-mark continuously ever since.

A trade-mark cannot be used for a few months, then abandoned for a few months. It must be used right along. It must be used constantly in trade. Prior rights are of no value unless they can be established, and the registration of trade-marks establishes these dates. The certificate of registration is prima facie evidence. Of course, it is assumed at all times, that every statement made in the application is honest. If it is found that the registration has been gained through any falsehood or deception of any nature, then the trade-mark is invalidated.

The individual, partnership or corporation that says that it does not care to go to the expense or trouble of registering a trade-mark, because it has its prior rights, forgets that it is necessary to establish these rights in court in event of any infringement or interference litigation. This is not easy to do. Sometimes it has been more a matter of tradition, than of record, and the opposing side comes up with definite dates, clear statements and perhaps a certificate of registration. In the face of this sort of evidence, what is the result going to be? It is like claiming ownership of a piece of property, when somebody else comes up and shows that he has the title, and you, with your contention, have nothing but the abstract of title. Now which one would naturally win? Registration costs so little that there is no excuse for not registering a trade-mark. That registration is like a title, and it is protection. It establishes a good clean record, and avoids a great deal of trouble.

*[It is with this old-established Bureau—the largest in America—that this publication has arranged to furnish Free Searches of Trade Marks for our advertisers and paid subscribers.—Editor.]

"Forewarned is Forearmed"

It is always wiser to know just what you are going to do than it is to take a chance. And this applies especially to trade-marks, where the chance may cost you hundreds, thousands, tens of thousands or hundreds of thousands of dollars. Instead of proceeding with a trade-mark which you think is perfectly valid, why not ascertain the facts? Why not be prepared? Why not know the truth?

In the first place, you will save yourself no end of printing cost. You will save yourself perhaps no end of time or money. If you go ahead blindly, just "taking for granted" that you have the right to use a certain design with certain wording, that you call a trade-mark, and then discover later on that this trade-mark has been pre-empted, that it is in conflict with some other trade-mark for a similar class of goods, what have you gained? You have spent many times what the right procedure would have cost you in the beginning. You don't go about your other business in this way. You are careful with your insurance, with your accounting, with everything else. Why not be equally careful with your trade-marks?

Remember that very often a trade-mark is worth more than your insurance and all your other protection. You would not intentionally let the insurance on your building or your goods run out without renewing it, nor would you permit an inventory period to pass without taking an inventory.

You want to know where you stand in every other direction, and yet all of your business hinges upon the validity of your trade-marks. If some competitor should hale you into court, and prove that your trade-mark was an infringement on his, where would you stand? Why, all of your equipment, all of your experience, your investment, everything would be forfeited. Why take a chance when the right of way costs so little?

Indifference, or False Economy, Which?

A great many business men (altogether too many) show decided indifference toward trade-marks. This is because they do not understand trade-marks and trade-mark values. They pass the whole matter by with a wave of their hands. They say, "Oh, that is a small value. We have our rights. We have established those rights by constant use. Let anybody else try to come in and see what happens!"

(Continued on Page 278)

REVIEW OF JOB PRINTING

Address all communications to Alfred R. Gardner, 4610 Ravenswood Ave., Chicago, Ill.

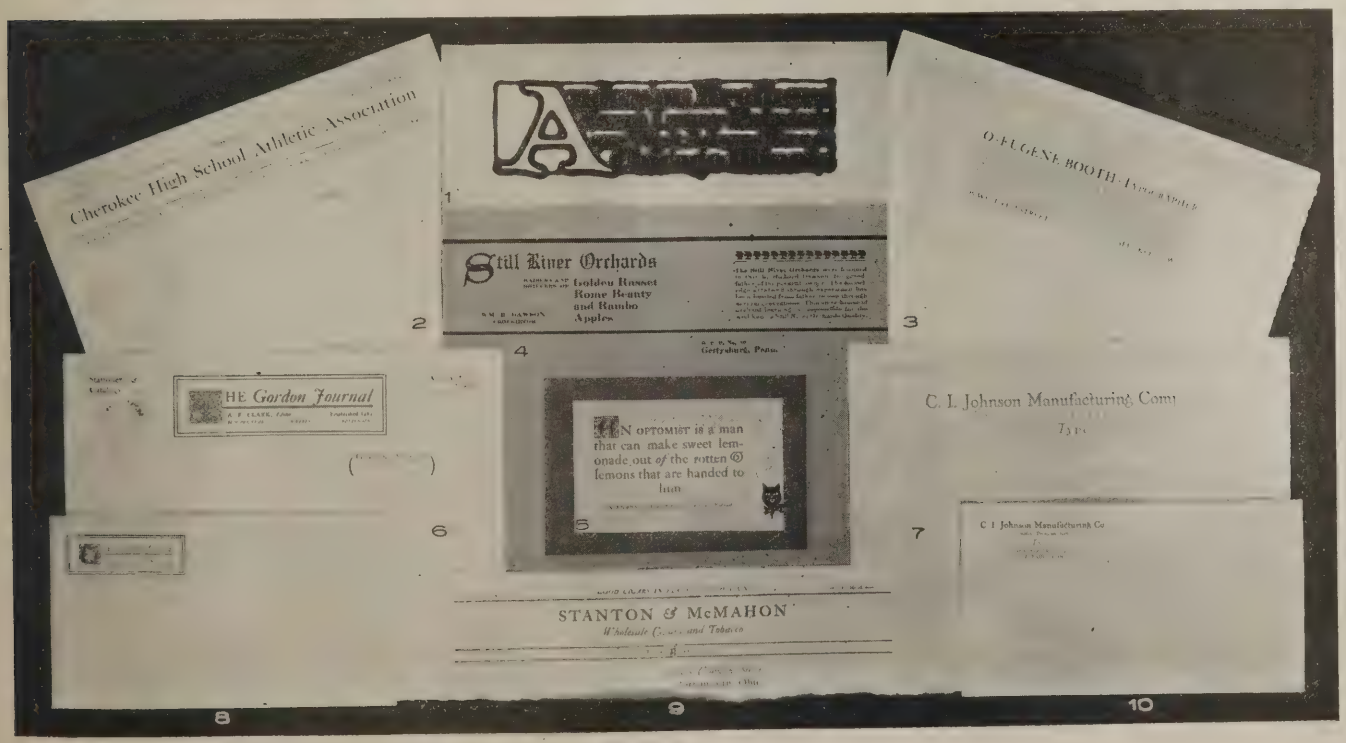
A STUNNING color scheme often makes a hit. This is just as true in printing as in dress. Witness the letterhead shown in Fig. 1, which is taken from a portfolio of letterheads by the Swigart Paper Company of Chicago. It is printed in yellow, black and blue, on green stock, and while it may not be very artistic from a typographer's point of view, will no doubt appeal to many. It is probably well suited to the purpose for which it was intended. We are hoping that the halftone reproduction will give a reasonably good idea of the true color values in the original.

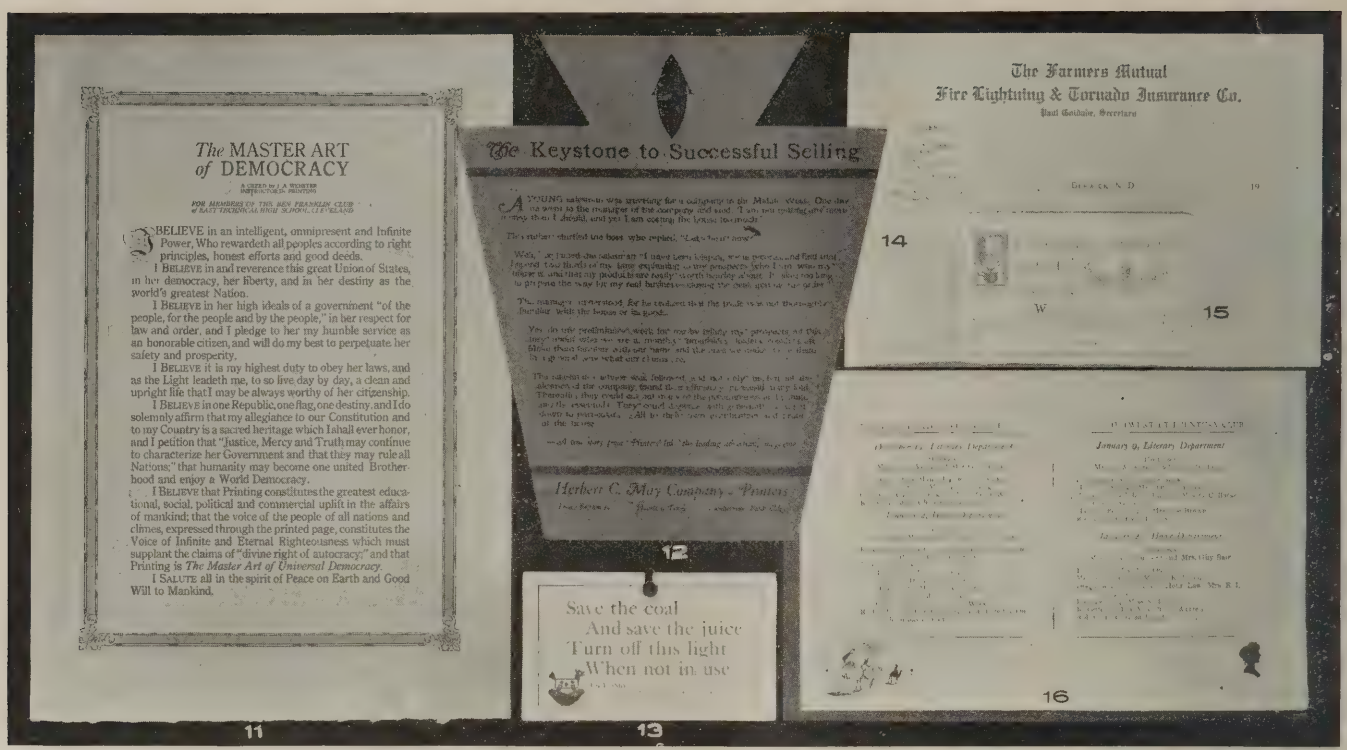
The specimen shown in Fig. 4, which is from the same source, is printed in dark green on primrose stock. The writer is of the opinion that this head would look better if the words "raisers and shippers," etc., were moved to the right a little so as to cover some of the open space in the center. However, it is a good job as it stands, considering the amount of matter which it contains.

Figures 2 and 3 show letter heads set by O. Eugene Booth of Cherokee, Iowa. Fig. 3 is printed in black, with rule and ornament in blue tint, on white deckle-edge stock. It makes an exceptionally attractive job. Fig. 2 is in blue black on white bond. The spacing in the line "Athletic," etc., could be improved. The letter spacing is too wide and the space between words is not uniform. I am of the opinion that the line would look better if made into three distinct groups, instead of endeavoring to give it the appearance of a full line. The rules should also be alike.

* * *

George O. McCarthy of the Journal office, Gordon, Neb., is responsible for some of the good specimens we are reproducing in our illustrations. Figs. 6 and 7 show two of his letterheads, the first in black, green and red; the second in black and red. Figs. 8 and 10 are from envelopes; the former in black and green, the latter in black and red. Figs. 5 and 13 show two catchy cards. I believe the Johnson letter-





head would be improved if the main portion was raised a little, say four to six points, and the date line set over to the right about eighteen points and up twelve.

* * *

Among the specimens recently received from the students of the East Technical High School, Cleveland, O., is the page reproduced in Fig. 11. It is printed in black, with light green line inside the border, on gray stock, and shows good taste and presswork.

The keystone shown in Fig. 12 looks like a die cut job but is not. If folded on the lines which I think I will show in the halftone, it can be cut in any cutting machine. This is a mailing folder sent out by Herbert C. May Company of Houston, Texas. It is printed in black and orange on corn colored cover stock and makes an attractive job. If you want to try anything of this kind it will be necessary to score the stock before folding.

* * *

Peter Baseflug of Der Volksfreund Press, Richardton, N. D., sends a number of specimens for review. The notes and blank work are up to the average in quality, but as should be expected from a youngster of but nineteen, some of the work could be improved. A little more attention to ink and make-ready would show results which would more than pay their cost. The letterhead of The Farmers' Mutual Ins. Co. (Fig. 14) would look better if the names were at the top of the sheet instead of in a panel on the side. The word "officers" and the secretary's name and address in the panel are superfluous and should be omitted. This leaves but three names and addresses to run at top, putting one in each corner and one in center. Set the job forty-five picas wide, allowing one-half inch margin at top and sides. Drop the lines, "The Farmers Mutual," etc., two picas from their present position and the next line four points more; then raise the date line eighteen points and I think you and your customer will be better pleased with the job.

The card of the Richardton Dancing Club (Fig. 15) will look better if less ornamental. Cut out both initials; letter space the first line to make twenty-three picas, and space the word "club" to correspond, centering it on the first line. Raise these lines until the top margin is just a trifle more than that on the sides. Raise the line, "This is," etc., to within six or eight points of the word "club"; then reset the last lines into two full and one short line, centering the short line at the bottom and dropping them until the bottom and side margins are equal. Put the flub-dub in the center space so that when the card is filled out the name will be written across it. Never letter space lower case matter for any purpose unless the measure is very short.

* * *

Specimens from Clyde L. Smith of Oblong, Illinois, show a good knowledge of typography. The program and menu for the High School Alumni set in Caslon is above the average. The one set in Bookman is still better but I do not like to see open corners on the rules. We are reproducing two pages from the Twentieth Cen-

tury Club Calendar in Fig. 16. The text is in black, the rules and cuts in green. I would question the correctness of the justification on these pages, although many printers follow the same style.

As the left hand page is the longest and can be changed least, allow that it is best. You should, however, drop the line "January 2" two points. Now space the date lines with the three lines following, on the right-hand page exactly the same as on the previous page. Lead out the subject matter with thin leads, also putting an extra two or three points above the line "January 23," to make both pages same length.

The spacing about headings and sub-heads on pages facing each other should be uniform, if possible. The same rule applies to the spacing at the bottom. In this illustration we cannot have the heads near the center of the pages line across because of the different amount of matter under each head, but we can get uniform spacing at the top and bottom of both pages and near it in the center. If the shop is not equipped with thin leads, and most of them are not, cut up card or manila board of suitable thickness.

* * *

Several specimens done by William Eskew, Portsmouth, Ohio, show good composition and presswork. The shoe folders are especially well done. The blotter advertising the Third Liberty Loan is worthy of reproduction here, but we will save it for the future. The Stanton & McMahon letterhead shown in Fig. 9, which is printed in black on white stock would look better, I think, if the rules were not quite so heavy.

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The Eau Claire Book & Stationery Co., Eau Claire, Wis., get out some fine commercial work. Among the samples received recently were several letterheads set in Gothic, to which they seem to be partial, that are excellent examples of good typography and presswork.

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The Gibson Courier, Gibson City, Illinois, gets out a monthly blotter that shows considerable taste. The one for March, was printed in three colors from stock cuts, contains appropriate suggestions to users of printing.

* * *

A. Q. Miller of the Belleville Telescope, Belleville, Kansas, sends a bunch of rate cards for 1918, the typography on which is good. With five papers in Republic County he ought to do a land office business.

* * *

The writer likes to look over the house organs that come in every month. There is a fund of useful information in them. This month we have picked out the following which will probably interest printers:

Retouching is a term embracing various forms of "treatment" applied to copy tendered for photo-engraving, the purpose being to improve its photographic capacity.

Photographs from which half-tone plates are to be made need it particularly. It is quite exceptional to find a photograph so perfect as to require no preliminary treatment.

Upon such "retouching" depends the quality or "selling value" of the resulting plate.

Re-etching and re-engraving, on the contrary, designate finishing touches applied to printing plates before completion.

Unlike photographs, wash-drawings and various other kinds of copy may seldom be retouched before photographing. The resulting plates, however, are not always satisfactory until given further attention. The term re-etching as used in this brief notation comprehends all etching after the first bite or bath: local or spot etching by hand and full immersion with or without stopping out.

Re-engraving means work done with engraver's tools and is also known as tooling.

Burnishing is another after treatment—effected by a tool—and is for the purpose of accenting shadows. Re-etching emphasizes the lighting, usually.

Compared to the cost of the catalog or magazine space the cost of cut-improvement is relatively so unimportant that "economizing" in any of these directions is apt to defeat the purpose of the advertisement or catalog. It is akin to sweating gold coins until they no longer pass current. Don't do it.

When you have a need of specially lettered matter one of the simplest methods of achieving a distinctive atmosphere is to have the matter set up in types, proofed, the lettering gone over by a clever penman and the plate photo-engraved.

The method is inexpensive and preferable—for many things—to specially hand drawn lettered designs, particularly in jobs where a simulation of the printing of olden times is the object.

There is nothing new about it, but it isn't practiced quite as much as it deserves to be—perhaps because so few know how to make use of it.—From the Eclipse by the Eclipse Electrotype & Engraving Co., Cleveland.

* * *

When an idea is presented to the normal mind, it is accepted as true unless contradicted by another idea. If the new idea is presented in such a way as not to conflict with those ideas already held and known to be true, by reason of previous experiences, it will almost always be accepted as the truth.

It is possible, however, to convey an idea so as to arouse no opposition in the mind of even the chronic objector. And that is by means of pictures. If a new idea is presented in pictorial form amidst accessories or surroundings known to be true, the truth of the new idea is likely to be admitted because of the known truths shown in connection with them.

The ideal way, therefore, to present a new article is to show its advantages in surroundings which are familiar and recognized as true. If the form of presentation is adapted to the ordinary habits of thought of the class appealed to, the suggestion will be almost invariably received with that favor which is a forerunner of action of the desired kind, viz., the purchase of the article.—From Etchings, by Gatchel & Manning, Philadelphia, Pa.

WHAT "THE LIVE WIRES" IN THE PRINTING-PUBLISHING INDUSTRY SAY

MORE HEAD WORK NEEDED—By Robert G. Lee, Cost System Installation Expert, Wisconsin Federated Printing and Press Associations, Madison, Wis.

IF I were asked what is the matter with the printing industry today, my reply would be that the men engaged in it are not alive to the present opportunities to improve and develop the business. A great majority of the details that they are overlooking are the more important and productive work of giving serious thought and attention to their managerial duties. They are impervious to the constant preachments of the trade journals for better business methods; they are deaf to the plans of their own organizations for active and intelligent co-operation and the adoption of better business methods; nothing seems to penetrate to wake them up to a realization that better methods are being adopted in their industry. Nationally, by states, and by districts, constant efforts are being made to induce employing printers to get out of the rut which holds back our mammoth industry. It is uphill work, simply because those who should be benefited are so slow to inform themselves of these movements, their aims and purposes. If they do know that this work is going on, they delay taking the opportunity of benefiting by it. This should not be the case. The men engaged in the printing business have just as much brains and energy as those engaged in any other business. Then why do they not make a more conspicuous success of their business? My explanation is that round of petty details which I have mentioned before.

How Big Order was Secured

"In the small job shop you will find the owner and manager setting type, feeding presses, cutting stock, sweeping the floors, running errands. As an illustration of the fact that he could be using his time more profitably, I will tell you an experience I had in a Wisconsin city of 7,000 inhabitants. I was sitting at the desk of the proprietor of a small job shop working on the installation of a cost system. The proprietor was back setting a job. A man walked in, and taking it for granted that I was the "boss," began talking to me about a job. He had a beautifully lithographed advertising stamp. He thought it did not tell enough about the advantages of a new hotel which it advertised and wanted to know if some additional printing could not be put on the stamp. I praised the beauty of the stamp and said that it was a shame to spoil it with more printing, and suggested that the advantages of the hotel could be much better set forth on a letter insert, envelope size, and used in conjunction with the stamp. The idea hit him, but he said he was not the man who would place the order. He told me whom to see, and departed. I called the "boss." He had heard the conversation, and I said to him, 'Let's get to work now and land a good order.' We sat down and sketched out the job, wrote the copy and selected two samples of suitable stock, and figured the prices on 25,000, 50,000 and 100,000. We then put the copy, paper samples, and prices in a neat little folder made of scrap cover stock and the "boss" went to call on the man who would do the buying. He came back in less than an hour with an order for 100,000. The price was such as he had never dared dream he could get for his product, for in figuring we did not neglect to charge something for the idea. The point I desire to make is this: That printers can make more money for their business with their heads than they can with their hands. It would not take many jobs like this one and this little shop could have employed more help in the back room. Then the "boss" would have had time to develop and improve his business."

TRADE-MARK MIX-UPS AND SUNDRY WAYS OUT

[Continued from page 274]

Well, suppose a person does start a rumpus, is well fortified with the facts. Suppose in a court of equity he does meet the cock-sure person! What is the result? What does the business man gain by his attitude? He has simply looked at the trade-mark proposition from the wrong angle. He has not understood it, to begin with. He has balked at the trivial expense that he has been asked to meet. He would meet a hundred times that expense in some other direction, simply because he would understand the other demand. False economy and indifference have caused tremendous losses. It is true in the trade-mark field, the same as it is in patents, and in any other direction.

Most firms that really look after their trade-marks spend less each year for their trade-marks than they do for an office-boy. In fact, it is one of the smallest expenditures of any business. It does not even deserve a place in the ecomony of business. It is of small moment, so far as expenditure goes, but it is of tremendous moment, so far as good will is concerned.

AMONG THE ASSOCIATIONS

IN UNITY IS STRENGTH

[Editorial Note.—Officers of all Press and Printers' organizations are urged to make regular use of this department.]

ALTHOUGH the war has drawn a large number of men from newspaper offices throughout the country, the meetings of the A. N. P. A. in New York set new attendance records.

The associations sent the following telegram, signed by the president, Hopewell Rogers, to the country's Commander-in-chief:

"The publishers of the daily newspapers of the United States, attending the annual meeting of the American Newspaper Publishers Association, endorse your recent address in which the principles on which the United States stands in the war are again defined. We applaud your reaffirmation of our national purposes and the statement of the basis of the only peace that you will consider.

"We glory on your acceptance of the German challenge and pledge the fullest support of the newspaper press to the Government. We declare with you that neither Germany nor any other nation shall be allowed to extend its dominion over the earth. Day by day the representatives of our families and our offices in the Army and Navy are increasing in numbers. With their steady departure for the seat of war our responsibilities in the struggle continue to deepen and our determination to be victorious is strengthened.

"Our material and financial resources are at the call of the nation. We uphold your declaration that righteousness and triumphant force must be used to the utmost to make right the law of the world and cast every selfish dominion in the dust."

The shortage of paper and the second-class postal increase were among the chief topics of discussion. It was the concensus of opinion that Congress should suspend action on the new ruling until a thoro investigation of second-class postage can be made.

President Hopewell Rogers said, among other things, that "newspapers are not properly fulfilling their obligation to the people through their lack of editorial force—arising from a weakness in not having facilities for protecting the public's interests in the questions of legislation and in the administrative departments of the Government at Washington, and the news gathering organizations must so studiously avoid the expression of opinions.

"A few capable and well informed individuals are, at present, a great assistance to the people in helping along such lines," said Mr. Rogers, "but there is an opportunity for newspapers to reduce to a minimum the dangers of unjust criticism and at the same time to place before the public the responsibility for inefficiency where it belongs and in a really effective way.

"Such a body might enable us to more quickly and effectively disclose to the public the fallacy of a department of the Government on the one hand dealing out misinformation and on the other withholding news until it has reached the people through the bulletins of the enemy—it might enable us to rid ourselves of the incompetent and disloyal head of the department who glories in our unpreparedness—an unpreparedness which already has meant death and suffering to millions of our allies and placed us for over a year in the humiliating position of depending upon them to carry on OUR war for liberty and democracy."

The members took up consideration of the print paper situation,, which resulted in the passage of a resolution asking the War Trade Board of the United States to stop the export of news print during the period of the war, and the Canadian War Trade Board to stop the exports of news print to other than Allied countries.

Officers were elected Friday morning as follows:

President, Frank P. Glass, Birmingham News; vice-president, George McAneny, New York Times; secretary, John Stewart Bryan, Richmond (Va.) News-Leader; Treasurer, E. P. Call, New York Journal of Commerce.

Mr. Glass has been vice-president for two terms and chairman of the executive committee on paper, which worked so valiantly in the interests of the newspaper publishers during the past two years.

Mr. McAneny is a new member of the A. N. P. A. official family. Since he became executive manager of the New York Times he has had considerable to do with the A. N. P. A. affairs and has conducted matters entrusted to him in a way that won him recognition as a leader. Mr. McAneny was chairman of the committee which arranged and conducted this year's successful banquet.

Treasurer E. P. Call and Secretary John Stewart Bryan were re-elected.

Thomas R. Williams, business manager of the Pittsburg Press, was elected to the board of directors in the place of Jason Rogers of the New York Globe, who resigned.

Hopewell L. Rogers, business manager of the Chicago Daily News and president for the past two years, was elected a director in the place of Herbert L. Bridgman of the Brooklyn Standard-Union, retired.

Charles H. Taylor, Jr., of the Boston Globe; D. D. Moore of the New Orleans Times-Picayune; Harry Chandler of the Los Angeles Times, and J. F. MacKay of the Toronto Globe, whose terms expired, were re-elected.

The hold-over directors are Elbert H. Baker, Cleveland Plain Dealer, and Hilton U. Brown, Indianapolis News.

The entire committee in charge of the advertising bureau was re-elected as follows: Fleming Newbold, Washington Star, chairman; Lafayette Young, Jr., Des Moines Capital, vice-chairman; G. Edward Buxton, Providence Journal; Harry Chandler, Los Angeles Times; William H. Field, Chicago Tribune; John F. MacKay, Torento Globe; David B. Plum, Troy Record; William F. Rogers, Boston Transcript; Louis Wiley, New York Times; John B. Woodward, Chicago Daily News; Advisory members: Dan A. Carroll, Six Point League of New York, and Robert J. Virtue, Newspaper Representa-

tives Association of Chicago; Director, William A. Thomson; associate director, Thomas H. Moore.

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Associated Press

The annual meeting of the Associated Press was held at the Waldorf-Astoria Hotel, New York City, with the largest attendance of members in the history of the organization.

The annual report of the board of directors was received with considerable applause. The report showed the Association to be in better condition than ever in its history.

A notable feature of the convention was a luncheon which was held in the ball room of the hotel, at which President Noyes was toastmaster. The twenty-fifth anniversary of Melville E. Stone as general manager of the Associated Press furnished the keynote of the occasion. In place of the convention mementoes given on such occasions, everybody got a copy of "'M. E. S.'—His Book," a handsome volume by and about Mr. Stone, just issued from the press of Harper & Brothers. On the first page of the menu was a photograph of Mr. Stone. The bill-of-fare was simple as befitted a gathering of men whom the war has burdened with grave responsibilities and who preach conservation and self-denial every day of their lives.

Among the prominent speakers were President Noyes, Victor F. Lawson of the Chicago Daily News and Adolph S. Ochs, publisher of the New York Times.

The Associated Press meeting came to an official close on Wednesday morning when the new board of directors re-elected all of last year's officers. The complete list of officers and directors for the ensuing year is as follows:

President, Frank B. Noyes, Washington Star; First Vice-President, Ralph H. Booth, Muskegon Chronicle; Second Vice-President, E. P. Adler, Davenport Times; Secretary, Melville E. Stone, New York; Assistant Secretary, Frederick Roy Martin, New York; Treasurer, J. R. Youatt, New York.

Directors—Term expires 1919—*Charles A. Rook, Pittsburg Dispatch; *Charles Hopkins Clark, Hartford Courant; Clark Howell, Atlanta Constitution; V. S. McClatchy, Sacramento Bee; Elbert H. Baker, Cleveland Plain Dealer.

Term expires 1920—*Frank B. Noyes, Washington Star; *W. L. McLean, Philadelphia Bulletin; *Adolph S. Ochs, New York Times; A. C. Weiss, Duluth Herald; John R. Rathom, Providence Herald.

Term expires 1921—W. H. Cowles, Spokane Spokesman-Review; *Victor F. Lawson, Chicago Daily News; D. E. Town, Louisville Herald; R. M. Johnston, Houston Post; *Oswald Garrison Villard, New York Evening Post.

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*Member of Executive Committee.

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Kansas Editorial Association

The 26th annual convention of the Kansas Editorial Association was held May 10th and 11th at the Forum Banquet Hall, Wichita, Kansas. Following is the program:—

Friday, May 10

8:30 A. M.

Registration. Payment of Dues. Membership Applications.

9:30 A. M.

Invocation—Rev. J. R. McFadden, First M. E. Church, Wichita.

Address of Welcome—Mayor L. W. Clapp, Wichita.

Response—Vice-president Click Fockele, LeRoy Reporter.

Unfurling Kansas Newspaper Service Flag.

Singing—"America."

"The Newspaper and the Common Weal"—W. C. Markham, Kansas Highways.

"Publicity as a Factor in National Defense"—Prof. N. A. Crawford, Publicity Director, Kansas State Council National Defense.

"Uncle Sam and We"—W. E. Bradshaw, Dexter Dispatch.

"Country Press vs. City Press"—L. J. Wallace, Larnard Tiller and Toiler.

"Illustrated Clinic in Ad Copy"—L. N. Flint, Department of Journalism, University of Kansas.

Appointment of Committees.

1:00 P. M.

Auto trip by Wichita Board of Commerce, to the Oil Fields, starting promptly at 1 P. M., returning at 6 P. M.

7:00 P. M.

Banquet by Wichita Chamber of Commerce, dining-room Central Christian Church, corner Second and Market.

Toastmater, Marcellus Murdock, Wichita Eagle.

"Editorial Camouflage"—R. H. Timmons, Wichita.

"The Tragedy of Being Neither Fish, Flesh, nor Fowl"—F. L. Pinet, Kansas Teacher.

"Federal Land Banks"—Ralph Voorhees, Treasurer Federal Land Banks, Wichita.

"Me und Gott"—Cecil Howes, Topeka Correspondent Kansas City Star.

"When Editors Can't Agree"—Sylvester A. Long, Wichita.

"The Kansas Editor and the War"—E. P. Greer, Winfield.

Saturday, May 11th

9:00 A. M. "Camouflage"—Emma B. Aldrich, Cawker City Public Record.

"Helpful Adjectives I have Met"—Mrs. Homer Hoch, Marion Record.

"The 'Sassity' Column"—Miss Bertha Lee Hemsted, Topeka State Journal.

"The Country Newspaper Woman"—Mrs. Tom Thompson, Howard Courant.

"Sparks from the Anvil"—Mrs. Myra Williams Jarrell, Topeka.

"Holding the Home Fort"—

Mrs. "Capt." W. E. Payton, Colony Free Press.

Mrs. "Capt." Chas. H. Browne, Horton Commercial Headlight.

Miss Dora Adriance, Seneca Courier-Democrat.

Miss Ryan, Wathena Times.

"Warfare of the Fourth Dimension"—Elmeter T. Peterson, Wichita Beacon.

"In the War Zone"—William Allen White, Emporia Gazette.

1:30 P. M.

"Co-operative Buying"—J. C. Blanton, secretary purchasing committee Missouri Editorial Association.

"Absolute Necessity of Closer Association between State Newspaper Organizations"—G. E. Hosmer , Chairman Legislative Committee, National Editorial Association, Denver.

"Status Railway Newspaper Advertising"—Z. G. Hopkins, Publicity Representative, M. K. & T. Railway.

"Advertising in War Times"—Marco Morro, Adv. Mgr. Capper Publications.

"The Paper Situation to Date"—G. W. Marble, Ft. Scott Tribune.

"The Newspaper and War Publicity"—H. J. Powell, Coffeyville Journal.

"Second Class Postage"—J. T. Moore, Pittsburg Headlight.

"Subscription Prices—War Conditions Making the Raising of Them Necessary"—A. K. Trimmer, Gove Republican Gazette.
"The Labor Problem"—E. D. George, Council Grove Republican.
"The Newspapers and War Activities"—
Emerson Carey, State Fuel Administrator, Hutchinson.
W. P. Innes, State Food Administrator, Wichita.
Reports of Committees.
Election of Officers.
Adjournment.

5:00 P. M.

Reception to visiting ladies at the Wichita Country Club.

8:00 P. M.

Patriotic Meeting at the Forum.
Addresses by Major-General Leonard Wood, U. S. Army and Lieut. Vincent de Wierzbicki of the French High Commission.
Music by the Wichita Shrine Band.

Following are the officers of the State Editorial Association: President, Herbert Cavaness, Chanute; Vice-president, Glick Fockele, Leroy; Secretary, O. W. Little, Alma; Recorder, Clark Conkling, Lyons; Treasurer, G. H. Yost, Sylvia.

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Wisconsin Printers and Publishers to Meet in War Conference

Wisconsin printers and publishers will meet this year in a War Conference. This was decided at a meeting of the executive committee of the Wisconsin Federated Printing and Press Associations. Oshkosh was selected as the place, and a date around August I will be decided upon later. Problems of the printing and publishing industry as created by the war will be taken up in a one-day session. As now contemplated, the program will include no entertainment features except a banquet preceding the evening session, for which it is hoped to secure a speaker of national reputation. Leaders in the industry will be put on the program to talk on the various problems of printers and publishers. While the program will cover only one day, it is hoped that outstanding problems can be discussed authoritatively and thoroughly, yet briefly. Making of the program is already under way.

Only one member was absent at the meeting of the executive committee called to decide whether or not the Federation should hold its fourth annual state conference this year. The meeting was held in Milwaukee April 14th. Those present were: Chairman George Harrington of Oshkosh, Walter Mayer of Madison, and Treasurer Frank W. Cantwell of Madison, representing the Wisconsin State Franklin Club; H. H. Bliss of Janesville and F. R. Starbuck of Racine, representing the Wisconsin Daily League; F. A. R. Van Meter of New Richmond, representing the Wisconsin Press Association; Secretary Robert G. Lee, University Extension Division, Madison.

Arrangements and program for the War Conference were placed in the hands of Presidents George Harrington of the Franklin Club, F. A. R. Van Meter of the Press Association, and J. L. Sturtevant of the Daily League, and Secretary R. G. Lee.

* * *

Florida Press Association

The sessions of the annual meeting of the Florida Press Association were held this year in DeLand, Daytona and New Smyrna.

The plan of entertaining the editors in several towns has proved so successful that an invitation for the association to hold its next meeting in Lake County as the guests of Leesburg, Eustis and Mt. Dora was accepted and the session will be held in those three towns next year.

An invitation to come to Tampa was presented by J. E. Worthington of the Tampa Times, who said Tampa was always glad to entertain the newspaper men.

A resolution to amend the chattel mortgage laws and the laws governing marks and brands in the interests of the cattle industry passed, but the resolutions committee was asked further time to pass on other resolutions. The new officers are: President, R. W. Storrs, DeFuniak Breeze; vice-president, T. E. Fitzgerald, Daytona News; secretary, T. J. Appleyard, Tallahassee; treasurer, Miss Ruby Pierce, West Palm Beach Post.

Officers of the East Coast Association were named at a meeting in Daytona, as follows: President, Stanley S. Lichty, Melbourne, vice-president, A. K. Wilson, Fort Pierce; secretary, Mrs. C. H. Holderman, Cocoa; treasurer; C. O. Codrington, DeLand.

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Rhode Island Press Club

Edwin A. Noyes, editor and owner of the Wickford (R. I.) Standard, has been elected president of the Rhode Island Press Club. Other officers elected at the thirty-third annual meeting were:

First vice-president, J. B. S. Braseau, St. Jean Baptist; second vice-president, W. S. Norton, Providence Visitor; third vice-president, G. W. Danielson; recording secretary, G. C. Rice, Rental Guide; corresponding secretary, E. F. Sibley, Providence County Times; treasurer, T. S. Hammond, Cranston City Times; auidtor, Dr. J. A. Webb.

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Nebraska Press Association

The summer meeting of the Nebraska Press Association will be held at Omaha June 21-22. Representatives of the Omaha Commercial Club will have charge of the securing the speakers and providing entertainment features.

The subject of employing a field secretary to succeed Secretary Caswell, resigned, was taken up at the meeting of the executive committee and Past-President Clark Perkins of the Aurora Republican agreed to accept the position subject to later arrangements.

The members of the committee present were C. B. Cass, president, Ravenna; W. C. Israel, vice-president, Havelock; A. D. Scott, secretary, Edgar; H. M. Davis, Ord; A. W. Ladd, Albion; J. P. O'Furey, Hartington; E. R. Purcell, Broken Bow; O. O. Buck, Harvard, members of the executive committee.

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North Carolina Press Association

Asheville will be the meeting place of the North Carolina Press Association, and the time will be a date in August, to be determined by the president and secretary. These questions were settled at a meeting of the executive committee held in Greensboro recently.

There were present Santford Martin of the Winston-Salem Journal, president; J. S. Sherrill of the Concorn Tribune, secretary; W. C. Hammer of the Ashboro Courier, and J. B. Hurley of Salisbury.

Patriotism will be the chief topic at the Asheville meeting, and a program is being planned. There will be visiting speakers of note and practical addresses will be made by editors of the state.

* * *

Oklahoma Press Association

The annual convention of the Oklahoma Press Association will be held at Medicine Park May 24th-25.

The entire park will be thrown open for the accommodation of the newspaper men. Senator J. Elmer Thomas, who owns the park, has agreed to turn over the Outside Inn and all available cottages, in addition to the editor's clubhouse, for the entertainment of members of the association and their families. Swimming pools, dance pavilions and park boats will also be available and both a regimental band and soldiers' orchestra from Fort Sill will furnish music each evening.

Touring parties to Fort Sill, Camp Doniphan, the state fish hatchery and the Wichita national forest and game preserve are also planned as parts of the entertainment schedule.

It is understood that military authorities at the post have promised to demonstrate the work of the big guns at the artillery school of fire, for the instruction of the editors, and that special flights of military planes will be made. Parties of newspaper men will also be permitted to inspect conditions at the army cantonment.

It is expected that 300 or 400 editors will attend the meeting, because of the unusual attractions in the way of entertainment and because of the fact that a number of important business matters are to be presented for consideration.

* * *

Maryland Press Association

The eighth annual convention of the Maryland Press Association was held recently at Baltimore. Governor Harrington called the convention to order Monday and an address of welcome was made by Harry Sanders, president of the Advertising Club of Baltimore. The annual dinner was held Monday night, after which a visit was made to the Fifth Regiment Armory, where a war exhibit was inspected.

* * *

Middle Tennessee Editors' League

The quarterly meeting of the Middle Tennessee Editors' League was held in Lewisburg in April.

C. T. Crawford, Democrat, Lewisburg, spoke on "Making Money-Saving Changes in the Printshop." Rob Roy, Times, Alexandria, discussed "How Good Makeup Helps." L. J. Burgdorf of the Home Journal, Murfreesbooro, who is of German ancestry, delivered a strong address against those citizens who are of Tentonic origin and are not giving full loyalty to America. R. H. Phillips of the Democrat, Waverly, spoke on the topic, "Keeping Up Interest in the Local Columns." "How Country Merchants Gain by Advertising" was discussed by Neel Glenn, a merchant of Springfield and a former publisher. T. C. Price, Fayetteville, spoke on "Local Advertising Problems." J. A. Ey of the Western Newspaper Union, Cincinnati, read a paper prepared by C. A. Radford of the same company on "The Newspaper as a Government Aid." "The Labor Problem" was presented by I. R. Hudson, Tennesseean, Nashville, and was also discussed by Robert C. Starr, special representative United States Employment Service of Washington. A paper on "The National Editorial Association" by E. S. Albright of the Gallatin News, was read by the secretary, Mr. Albright being unble to attend owing to sickness.

The organization voted to join the National Editorial Association in a body.

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Northwest Daily Press Association

A meeting of the Northwest Press Association of Minnesota was held at Minneapolis recently.

Meeting of Missouri Editors

Three hundred editors of Missouri met in session at the Missouri Athletic Association in St. Louis and pledged their support to the Third Liberty Loan.

Addresses were made by Sergt. Mathew Wayman of the editorial staff of the Toronto (Canada) Evening Telegram; J. G. Blanton, former president Missouri Press Association; Herbert S. Gardner, director of publicity, Liberty Loan organization, and Mrs. Theodore Benoist, chairman of the Woman's Liberty Loan organization.

Sergeant Wayman said, in part: "The newspaper is the best asset the Government has. We must be very careful not to make mistakes. The newspaper is like a sounding-board, it tells where the danger lies, it formulates public opinion. The mind of the public only lasts for three hours, and then clamors for something new. You must drill, drill, drill the public mind like the raw recruit is drilled into an efficient soldier. You have got to make the public hear one thing—'Buy Liberty Bonds'."

J. D. Blanton spoke for the editors. He said: "If you are bound to kick, "kick forward like a man, and not backward like a mule. Yours is the task of educating the farmer as to his responsibility. A farmer came to me not long ago and asked me to sign a paper for the exemption of his son, stating that his son was needed to procure food. I told him I could not sign it and that the boy would have to fight for the right to sell his cattle, hogs and agricultural products where he could find the best market. The German government has said we could not travel the high seas, and it it is up to your sons as well as mine to make the seas safe."

According to the present plans, each county agreed to raise an advertising fund for the Liberty Bonds. One-half or one-quarter page ad will be placed with each paper in the respective counties.

* * *

Illinois Press Association

The annual convention of the Illinois Press Association will be held at Champaign May 23, 24, 25. Among the prominent speakers will be Theodore Roosevelt and Governor Lowden.

* * *

Humboldt Co. (Iowa) Editorial Association

A meeting of the Humboldt County Editorial Association was held the latter part of April at Humboldt, and was one of the best and most practical sessions the editors of the county have ever held.

* * *

Southern Missouri Press Association

The annual convention of the Southern Missouri Press Association was held in Sikeston in April, President Will Jones of the Dunkin Democrat presiding.

Following a dinner given by the Commercial Club, Jack Blanton, editor of the Paris Appeal and a former president of the Missouri Press Association and A. H. Hinchey spoke on the subject of war work. George W. Eads read a paper on newspaper work.

C. H. Denman of the Sikeston Herald was elected president and A. H. Hinchey of the Cape Girardeau South Missourian was made secretary-treasurer.

* * *

Westmoreland County (Pa.) Press Association

At a recent meeting of the Westmoreland County Press Association held at Greensburg, I. M. Graham, editor of the Ligonier Echo, was elected for the tenth time. S. J. Humphries, editor of the Bolivar News, was elected secretary and John C. Laughead of Jeannette is treasurer.

National Editorial Association
Business Administration Department
Conducted by the President of the N. E. A.

THE LAST WORD

THE stage has been set, the actors have been selected and the curtain will go up on the Thirty-third Annual Convention of the National Editorial Association at Little Rock, Arkansas, Monday, June 3rd. Men of prominence throughout the nation have accepted places upon the program. Men of practical experience, men who are doing things, the busy men, those concerned with the most wonderful activities this world has ever known.

Every newspaperman who can possibly get away from his business should plan to attend this convention not only because of the good he can secure for his own business but on account of the inspiration and vision of service which he will bring back to his readers. There will be a baptism of loyalty and devotion to our country and an insight into what is going on "over there" and what we will have to do to win.

The convention itself will be an inspiration from first to last. Messages of greeting and good will are expected from President Wilson and ex-President Roosevelt. They do not anticipate being at the convention, the first because of the necessity that he remain very close to his duties in Washington, and the latter because of the condition of his health, but both are interested in what the newspaper men of America have done and are doing. Secretary W. G. McAdoo, the busiest man in the world, has promised to be present if the war situation does not prevent, likewise Herbert Hoover, Federal Food Administrator. Hon. Brooks Fletcher, publisher of the Daily Tribune, at Marion, Ohio, has canceled an important chautauqua date to be present and give his wonderful lecture, "Heavens and Hells" of an Editor's Life." Hon. Courtland Smith, President of the American Press Association, will speak upon the topic, "Millions for the Country Publisher," and no one who has seen Mr. Smith in action in the great city of New York will question his ability to produce the goods. Hon. Frank Sisson, one of the big men of Wall Street, a former country printer, will tell of the great things to be accomplished after the war. But why enumerate. Look over the program in its entirety and be convinced that it is one truly worth while.

Governor Brough of Little Rock, who is at the head of the activities, will practically give the state to the editors while they are within his commonwealth. There will be a most wonderful trip over the state, a trip of a thousand miles or more to the diamond fields, the rice mills, the orchards. There will be receptions and banquets, something doing every moment.

This convention with all its program will be barren of results if those who are looking for practical things to do not take hold and follow up the various reports by presenting plans that will result in good for the publisher and the printer.

Save every pound of print paper you can the next twelve months.

Senator Caswell of Iowa, who has traveled all over Nebraska in a jitney will tell of his experiences visiting country printing offices and the need of a national field secretary. It will be a business talk from start to finish and a feature of the National Convention in Arkansas.

Past-President Geo. E. Hosmer has certainly worked early and late to make the National Editorial Association a reality. If there were similar workers in every state there would be no question as to the publishers being respected and having their rights respected also.

What about the labor problem? Better be doing something to educate some boy or girl to run the linotype. Help is growing more scarce every day and the end is not in sight.

Canada, France and Great Britain are paying for their newspaper publicity. They believe that the newspaper is a real factor in winning the war.

Sawtell, California, is after the National Editorial home for aged and retired editors. The Association will consider the proposition at its meeting next month. Several other cities have also flattering offers to make.

Seattle, Washington, Detroit, Michigan, want the 1919 Convention and Boston considers the matter settled for 1920, when they will celebrate the landing of the Pilgrim fathers.

SUEL PRINTING COMPANY OF NEW PRAGUE, MINN., IN NEW BUILDING

The Suel Printing Company of New Prague, Minn., is now comfortably settled in its new home.

The building is a model of printing office efficiency and was especially designed.

It is of dark red Menomonie pressed brick, rough finish, laid in Flemish bond with wide flush joints of white mortar. It is 44 x 54, two floors; there being a half basement.

The new home is modern in every way, has steam heat, a practical system of electric wiring, an elevator

New Building, Suel Printing Company

connecting the two floors, a large fireproof vault for protecting office books and records, complete plumbing with toilet rooms for men and ladies, sanitary drinking fountain and other conveniences that tend to the comfort and efficiency of the employes. On each floor is a fire hose which is always in readiness to protect all parts of the building from fire.

A feature of the building is a recreation room for employes in the basement. This is fitted up with a billiard table, book and magazine case and has a shower bath adjoining.

The building has a corner entrance which leads into the business office. Here is an exchange table and seats for visitors, also the bookkeeper's and stenographer's desks. Connected with this is a private office for the use of the editors of the Times. The offices are divided from the shop by glass partitions to give better lighting facilities and so that visitors may watch the printing force at work without disturbing them and with safety to themselves.

On the main floor are located the type cabinets and composing room equipment, imposing stones, linotype machine, platen presses, job cylinder press, stitcher, punch, ruling machine, perforator, paper cutter, rubber stamp outfit, standing press, job backer, board shears, saw trimmer and hand bindery tools and equipment.

In the basement is a packing room, paper stock room, the big newspaper press and folder, employes recreation room, toilet rooms, boiler room and fuel room.

The new building is without exception the largest and finest country printing office building in any of the smaller cities of the entire Northwest.

The Suel Printing Company are the publishers of the New Prague Times, the Shakopee Tribune, the Lonsdale Times. Mr. John L. Suel is the president and Arthur J. Suel, secretary and treasurer.

Mr. John L. Suel purchased a half interest in the business in May, 1912, from J. J. Leonard, who retired from active management of business. Arthur J. Suel entered employ of firm in December, 1913, and purchased a remaining half interest in December, 1916.

The Messrs. Suel established Lonsdale Times in May, 1917, and purchased Shakopee Tribune in July, 1917, from C. G. Bowdish. Then they purchased Mertz Printery, a job office at Shakopee, in August, 1917, and merged it with Tribune. The firm was incorporated in December, 1917.

Both New Prague and Shakopee offices were small and somewhat run down when taken over, and have been built up with new type and machinery.

The New Prague office equipment consists of Model K Linotype, Cottrell Cylinder with attached folder (Omaha), Campbell job cylinder, Damon & Peets and two C. & P. Gordon presses, Hickok double-beam ruling machine, C. & P. 34-inch power cutter, Portland punch, Latham power perforator, Donnell wire stitcher, power saw trimmer, standing press, job backer, board shears, complete set of bindery tools for bound and looseleaf books, rubber stamp outfit, Hamilton type cabinets and imposing stones, and plenty of good type.

The Shakopee equipment includes Cottrell Cylinder with Omaha attached folder, two new C. & P. Gordon presses, C. & P. Cutter, Rossback perforator, Acme stapler, punch, Hamilton steel cabinets, Hamilton steel imposing stones. All new type.

The Lonsdale office is fitted out with a Prouty press C. & P. Gordon press, paper cutter, Hamilton stone, type cabinets and new type.

HOW THEY ARE ESTABLISHING PRICES IN UTAH

Salt Lake City, Utah, April 17, 1918.

National Printer-Journalist, Ravenswood Park, Chicago, Illinois.

Gentlemen:—One year ago, the Franklin Club of Salt Lake voted to issue a price list on printing and directed Secretary R. T. Porte to at once compile same under direction of the Executive Committee. The Committee decided that the price list must be of a different character than any that had come under their observation and that it should make it possible for a salesman to quote a "definite price on a definite piece of printing."

After some experimenting, part of the list was printed and given to the members of Salt Lake, but much doubt was raised in the minds of the printers as to whether the list would be successful. Additional lists were issued from time to time on various classes of printing.

To stop all talk as to whether the list was being used, the secretary, unknown to the printers, secured prices on several jobs and the prices put on the blackboard at once of the regular meetings of the organization. This was a starting toward having the printers study their price list and encouraged every one in the organization, as well as showing the possibilities of a real price list.

Since that time Mr. Porte has devoted a great part of his time to compiling and correcting the price list, and now each week new lists or changes are issued. The result of this price list work has created a revolution in the printing business in Salt Lake City.

It stopped the greater part of the so-called shopping and the buyers of printing are gaining more confidence in the price made on printing because they are shown the prices in a well-arranged and definite price list that any person can understand.

We are proud of the fact that Denver has adopted this list and that some fifty printers outside of Salt Lake

and Denver, are using the list. The first of the month a communication was sent to the president of the club and signed "a member," and after being read at a meeting of the organization, the members appointed the writer a committee of one to send this communication to the various trade papers asking them to print it, showing what the printers of Salt Lake think of the price list and also their appreciation of the work Mr. Porte has done in compiling the list.

We would be glad to send the list to any printer who is interested in what we are doing, for which a charge of $15.00 will be made and covers all the changes and any lists which will be issued for one year.

The Salt Lake printers have expended over $3,000.00 in compiling this list and the amount asked covers but a portion of the expenses in getting out this list and is also some recompense to Mr. Porte for the work done and which he is doing.

If results shown in Salt Lake, and we believe are being accomplished in Denver, are any criterion, we feel certain that other communities can do as well and will revolutionize printing conditions.

Trusting that you will print the article by "a member," and assuring you of our appreciation for doing same, we beg to remain,

Sincerely yours,
THE FRANKLIN CLUB,
A. D. St. Clair, Pres.

The following is the communication referred to in the closing paragraph of Mr. St. Clair's letter:

Salt Lake City, Utah, April 2, 1918.

(This letter to be opened and read by the President to the members of the Franklin Club.)

Synopsis: The next time you hear a printer say: "It can't be done," take him to one side and convince him by proofs, if necessary, "that it has and is being done." Show him that the printer who is today quoting from and is governed by the price list, as though it was his Bible, is today making a fair and reasonable profit on his work. He has no camouflage to hide under, is paying his bills, enjoying three meals a day, and last but not least, the best asset of all, has the good-will of his fellow members.

To me, as to you, the price list is the best and only tonic to cleanse our system of cheap work. It permits you to obtain that work which you can classify as the cream, as the prices obtained for same are cost plus profit. To the cheap printer goes the unprofitable work; to the printer who guesses prices and has as his doctrine these words: "That job will cost you about."

As a member I am as thankful for the price list as I am of the fact "that this day I live in Zion."

(Dedicated to our Secretary, Mr. Porte:)

IT CAN BE DONE; HE DID IT!

Somebody said that "it couldn't be done,"
But he, with a chuckle, replied
That "maybe it couldn't," but he would be one
Who wouldn't say so till he tried.
So he buckled right in, with a trace of a grin
On his face. If he worried he hid it,
He started to sing as he tackled the thing
That couldn't be done, AND HE DID IT.

Some printers scoffed: "Oh, you'll never do that,
At least no one ever has done it."
But he took off his coat and he took off his hat,
And the first thing we knew he'd begun it.
With the lift of his chin and a bit of a grin,
Without any doubting or crying,
He started to sing as he tackled the thing
That couldn't be done—AND HE DID IT.

(To Members:)

There are buyers of printing who tell you it can't be done,
There are buyers to prophesy failure;
There are buyers to enumerate one by one
The jobs we are losing by insisting.
But just buckle in with a bit of a grin,
Then take out your price book and go to it.
Just start in to sing as you quote to him
That "There's one price to ALL"—AND YOU WIN.

(Signed) A MEMBER.

HISTORY OF SCHOOLS OF JOURNALISM TRACED

Speaking before the Collegiate Editorial Association of South Dakota, in session at Sioux Falls, April 16th, Prof. Robert W. Jones, head of the department of journalism, at the Universitly of South Dakota, had this to say on collegiate instruction in journalism:

"It is ten years ago this month that the first school of journalism in the world was established at the University of Missouri. Instruction began the next fall, with a faculty of three men. Walter Williams, former president of the National Editorial Association, and for years the editor of the Columbia Herald, was the dean of the new school. Both instructors associated with him in the work of pioneering a course of journalism for university students were St. Louis newspaper men. One of them, Charles G. Ross, of the editorial staff of the St. Louis Republic, came from the newspaper that is descended from the Missouri Gazette, the first newspaper west of the Mississippi, established by Joseph Charless in 1808, just a century before the first school of journalism was organized. Mr. Ross has remained with the school, and is professor of journalism. The other member of the pioneer faculty was Silas Bent, then of the St. Louis Post-Dispatch and later of the New York World.

"From the first week of its existence the school of Journalism at the University of Missouri issued a daily paper, the Missourian, which is a member of the Associated Press and presents four, six or eight pages of news every afternoon in the year except Sundays and the usual newspaper holidays on Christmas, Fourth of July, Labor Day and Thanksgiving. This daily paper has trained students in a way that has brought success to them and reputation to the school. More than ninety per cent of the graduates are in newspaper work. Some of them hold as good positions as the field of modern journalism can offer.

"The first graduate of the first school of Journalism was Charles Arnold, of Ashland, Mo., who is now a professor of Journalism at the University of Pittsburg, after holding excellent staff positions on the St. Louis Globe-Democrat and other newspapers.

"Any new thing meets opposition. There was a time when teaching education in a college or a university was derided as an impossibility, and nearly every state now requires a study of education as a pre-requisite for the granting of a life diploma. Earlier still, when Harvard and the University of Virginia, the first two American universities to offer formal class-room instruction in law, begun their work of training future practitioners, there was much skepticism and it was generally believed that no college or university could hope to do for a student

that which had previously been accomplished by the lawyer who took a young man to sweep out his office, copy papers, run errands, and read his law books as pay for these duties.

"The teaching of journalism, though it is still new, has, like the teaching of law and the teaching of education, justified itself with undeniable results. Instruction in journalism can not make a finished and thorough newspaper man any more than a law school can make an able and well-poised lawyer, or a course in education can make an expert teacher. It can, however, do fully as much for a student who has natural aptitude for the work. It can clear up the ground for him and start him off with a far better equipment and a far better chance of success than he would be able to obtain otherwise.

"The directory of the teachers of journalism at American colleges and Universities recently compiled by the American Association of Teachers of Journalism shows that there are almost one hundred colleges and universities now offering courses in Journalism under an instructor who devotes his time to that subject. There are twenty-eight state universities and colleges where courses in journalism are given. There are more than 280 instructors in journalism.

"With the exception of North Dakota and Wyoming, every state which borders on South Dakota now has a department of journalism in the state university. Montana University has a separate school which is one of the major divisions of the institutions.

"Everywhere the courses in journalism rest on four fundamentals: News writing and reporting, editorial writing and direction, advertising, and the business management of the newspaper. In addition the courses are subdivided in the larger schools to include special courses in the country weekly, soliciting of advertising or selling newspaper space, writing of advertising copy, copy reading, feature writing, short story writing, illustration, cartooning or design, photo-engraving and other subdivisions.

"The first issue of the daily Missourian at the University of Missouri was cried on the street by two leather-lunged St. Louis newsboys imported from the force of the Post-Dispatch. From the first the paper had an engraving plant, and I remember yet the thrill of the newspaper reader in a city of 12,000 population when the first sporting extra, carrying a picture of a flying tackle in the game of that afternoon, was on the street as the crowd came down the main street at 5:30. The tackle was one made by William Lloyd Driver, now director of athletics at Texas Agricultural College, but then playing end on the great team of 1908 at Missouri.

"Instruction in journalism should include practical experiences, and the more practical the experience the better the instruction. The big service that I see which schools of journalism are now performing, is that of raising up the high standards of public service, the ideals of the best journalism, as an inspiration for the men and women who will write and edit and own the American newspaper of tomorrow, and make them better and cleaner and of more service to the public—things in which the American newspaper now outranks all other newspapers."

THE RED LAKE GAZETTE'S NEW BUILDING AND PLANT

PROGRESSIVE ideas, young blood and the Linotype are the backbone of the Red Lake Gazette, Red Lake Falls, Minnesota. The proprietors, George W. Christie, editor, and Horace W. Cutten, manager, are of even age, twenty-seven years, and both are married. Mr. Christie graduated from a course in Journalism at the University of Wisconsin in 1913, worked as a reporter in Milwaukee and Madison, and on the Long Prairie (Minn.) Leader. He is a Scottish Rite Mason, a Knight Templar and a Shriner. Mr. Cotten has had fifteen years experience in city and country printing offices and was foreman of the Sauk Centre (Minn.) Herald for several years. He is a Mason, an Odd Fellow, and a Woodman of the World. These two young men bought the Red Lake Gazette in October, 1916—a weekly newspaper and job printing office in a city of 2,200.

The partners have made a model establishment of the property—the Linotype being the most important part of the equipment, this being the second Linotype they have owned, the first being destroyed in a fire just four weeks after they received it.

The new Linotype is now in a new building. Regarding it Mr. Christie writes: **"We find that our Linotype fills the bill and we have never regretted our choice, which we believe is the best all-around machine for a country weekly.**

"The Cutler-Hammer electric melting pot is one of the best features that has been added to the Linotype in years, and could we not buy another we wouldn't sell ours for any sum. The time we save, the absence of gases, and the ease of operation have made the Cutler-Hammer Linotype Electric Melting pot popular with us. Its even heat makes absolutely perfect slugs which is another feature of great value."

The Linotype in the Gazette office rests on an eight-inch concrete wall, entirely eliminating vibration. The illustration of the composing room herewith shows the excellent north light that the Linotype operator enjoys. In addition to this window there are six 58 x 84 windows, in this room, making everything light even on the darkest day.

The Gazette building is 25 feet wide by 60 feet long, one story and full basement, built on the principal street of Red Lake Falls in the heart of the business section. The newspaper pressroom is in the basement, 9 feet 6 inches high, and the business offices, composing and job-room are on the ground floor, the height to ceiling being 13 feet 6 inches. The ground sloping from the street ample light is afforded the basement press-room, the floor

of which in the rear is only two feet below ground level. The basement walls are of concrete, 22 inches thick and the walls above the foundation are of brick and interlocking hollow tile, altogether 12 inches thick. The front of the building is of grayish tapestry brick trimmed with Bedford stone. An eight-foot space is reserved on the north side of the building preventing any possibility of the light being blocked from the eight windows on that side.

A solid partition separates the front offices from the composing-room, the upper part of the partition being of Florentine glass, double-paned, so that light is obscured as little as possible and sound-proofing maintained.

The equipment, as laid out by a St. Paul efficiency expert, is well thought out, the work being planned to move in continuous lines from the raw material to the finished job or newspaper.

The newspaper press-room is 25 x 30 feet in size and is lighted by six 42 x 58 inch windows. The four-page, seven-column, two-revolution press with folder attached is run by a 5 h. p. variable speed motor. The building is heated with a modern system of vapor heat, and electricity is used for light and power. The plumbing is of the finest with solid porcelain toilets and lavatories. The interior woodwork and office fixtures are of selected Washington fir in natural finish. Not including the ground, the building cost $7,800 complete.

In personnel, building, and equipment, the Red Lake Gazette is an interesting study of the modern Linotype newspaper in a small but growing town.

ADVERTISING YOUR OWN NEWSPAPER

By H. F. Harrington, Associate in Journalism, University of Illinois

A SEER once asserted that if a man could preach a better sermon or make a better mousetrap than his neighbor that the world would beat a path to his door, though he live in the depths of the wilderness. Translated into a crisp business maxim this might read: "A superior article needs no salesman." What a lazy man's philosophy!

Unfortunately, like many cleverly phrased epigrams, it is only half true. The preacher who delivers a great sermon must find a messenger to tell the world about it, else it is known only to himself and to his meagre flock; that wonderful mousetrap might easily fall to pieces unnoticed in the inventor's garret unless somebody proclaims its excellence from the housetops.

An Age of Publicity

This age does not canonize the modest violet. It believes in bold, aggressive, ceaseless publicity. If a Good Thing is to forge its way into public esteem all the winning art of advertising must be utilized in making the Good Thing known, then wanted. Printers' ink, liberally applied, is responsible for a good share of our shining business success. The wise promoter employs the silent voice of the magazine and newspaper to bring the superiority of his wares speedily to the attention of the multitude.

And yet despite the blazing fact that skillful advertising is the magic wand of trade, despite the fact that every newspaper man can see for himself the hive of industry reared by the very publicity he sells, somehow the newspaper as a commodity has seldom been advertised in an intelligent, persuasive way. Its producer has sold his product as a huckster sells strawberries. He has not confided to the public the good points of his mousetrap.

Newspaper Must be Advertised

You may explain this curious shortsightedness as you will; the fact remains. I believe that here is a neglected opportunity which all newspaper publishers may easily turn to their own advantage, if only they relinquish the ancient fetish that a paper sells itself.

It is because of a conviction that a newspaper thrives when methods to popularize it are skillfully employed, that I am setting down a few methods which may be applied with profit.

Our first endeavor is to etch the name and personality of our newspaper deeply into the minds of present readers and of others who may become readers if properly approached. Both classes are worth cultivation.

At first blush it may seem that all the ends of name publicity are accomplished by the newspaper's own first-page heading and by the editorial flag. But these, thru constant use in conventional settings, have long since lost their novelty. They do not lend themselves to variety of treatment, and are seldom given close scrutiny. Other mediums must be sought to shock men and women into attention and interest.

Some Mediums of Publicity

Billboards, score-boards, picture-show screens, theatre programs, theatre ticket envelopes, offer

a chance to display the name of the newspaper, with the addition of short, catchy information relating to it. This method was splendidly utilized when Franklin P. Adams, the column conductor, left the New York Evening Mail to write "The Conning Tower" for the New York Tribune. The giant letters F. P. A. shouted from the billboards and from the Elevated stations, carrying the news that his stuff now appeared exclusively in the Tribune. His personal popularity was capitalized and an opportunity seized to advertise the newspaper he served. It was good sales talk.

Featuring Roosevelt and Taft

The recent announcement, published broadcast, that Theodore Roosevelt had become a national reporter for the Kansas City Star, and that William Howard Taft, another former President of the United States, was serving as a contributing editor for the Philadelphia Public Ledger, aroused keen interest thruout the country and doubtless attracted many thousands of new readers to both papers. It was admirable publicity founded on real worth.

Nothing advertises a paper so satisfactorily as distinctive features that give it personality. If you are fortunate enough to have some "headliners"—it may be a special sports service for the world's series championship—talk about them, not alone in your own columns but by posted bulletins, streetcar signs, and window placards. Adopt any publicity medium that focuses attention on your "star talent" and on your paper. Sometimes a boxed announcement on Friday of special offerings to appear in Sunday's magazine section will increase sales, altho it should be noted that relatively few new readers are thus obtained. A better method is to secure the coöperation of neighboring newspapers read by strangers you seek to interest. When Jack Lait, featured as the "Second O. Henry," signed a contract to produce a short story for the Chicago Tribune every week, the fact was pulpited, with Lait's picture and some laudatory paragraphs about him, in many small city dailies within a radius of 150 miles of Chicago. He has a tremendous vogue in the Tribune territory, in part, established by his previous work on the Chicago Herald.

The Monitor Starts a Campaign

I am glad to see the Christian Science Monitor, an international daily newspaper with an unexampled foreign news service and a consistent news policy that omits the sensational, has undertaken to advertise itself in a number of magazines and newspapers. The Monitor has had a limited, but enthusiastic, clientele. It deserves a large following, and it will make new friends as soon as people become more familiar with its striking qualities. Many another newspaper might undertake a similar campaign to educate the public mind on the new standards in journalism. The trade publication, which gives a direct audience with foreign advertising agents and brothers in the craft, should be utilized when you have some striking facts to present about your paper.

Adopt a Striking Slogan

Still another method to freshen the memory of readers lies in the adoption of a slogan printed under the first-page heading or at the top of the editorial page. If it is live, quotable, and human it will become an enduring trademark.

If an apt phrase like "Hammer the Hammer," "It Floats," "His Master's Voice," "Eventually; Why Not Now?" is able to popularize a product and bring a fortune to its manufacturers, why should not judicious use of a similar catch phrase mean better business for a newspaper? The words, "All the News That's Fit to Print," "It Shines for All," "The Paper with a Heart and Soul," instantly recall newspapers that have made such slogans famous.

The "Fifty-Fifty" slogan formerly used by the Columbus (O.) Evening Monitor, had a threefold merit, viz: (1) it could be remembered easily, (2) it represented the paper's ideal percentage of news and advertising, (3) it was the Monitor's telephone number on both office switchboards. This crisp shibboleth identified and personalized the paper.

If you haven't a slogan start a prize contest among your readers for the selection of one—the Louisville Courier-Journal and Times got a horde of suggestions in this way—and then use it with all the inventiveness at your command.

"The World's Greatest Newspaper"

The readers of the Chicago Tribune dubbed it "The World's Greatest Newspaper," a trademark worth a tidy sum to the publishers of the Tribune. You may not endorse this slogan, but the challenge lingers in your memory.

And while you are at it see that the newsboy advertises your paper aright. "Paper! Paper!" may mean a dozen papers; the vagueness encourages substitution. If the boy cries Evening Sun or Morning Star he has helped to make your paper a more familiar catch-word. Instruct him also to cry your specific news "smashes." Does his paper pouch proclaim what publication he carries?

Incidentally, have you tested the publicity value of calendars, with your imprint, distributed to subscribers at Christmas by your carrier boys?

Little Aids to Publicity

Is your stationery of the usual characterless sort? It may be utilized to advertise your business. A small reproduction of the first page heading, a reduced facsimile of a section of your first page, the slogan prominently displayed, a neat sticker at holiday time to carry greetings, some pertinent facts about your city for the back of the envelope—all these are worth dollars and cents to any publisher. Instead of those ugly wrappers made from soiled sheets and old exchanges, try sending your "singles" in clean white wrappers, with the Pittsburgh Press—for instance—conspicuously printed in the left-hand corner. It makes the reader feel more kindly toward your particular newspaper. A rubber-stamped "Marked Copy" is also invaluable in calling attention to an item with a personal application. Such publicity given non-subscribers will make them your friends for life.

First, Print the News

Of course, your principal business as a newspaper-maker is to gather and print the news. This is your chief obligation and your success will be determined on how you satisfy your patrons' needs. To be popular the paper must be newsy.

But there is many an extra service that you may offer which will bring ready response. The bulletin reports offered at the time of a spirited election, the up-to-the-minute publication of "extras" in the stir of exciting news developments, the collection of funds from readers to support, say, the Good Fellow Movement at Christmas time, generous space given to appeals from the Red Cross, the Young Men's Christian Association, and the Government, a willingness to boost every good cause in which the public is interested, will bring you a popularity that no sensational device can possibly achieve.

It is this continuous, whole-hearted service, year in and year out—the plus, if you please—that instills that public confidence which is the newspaper's greatest stock in trade.

Testing the Prize Contest

While the prize contest has been of value in the past in popularizing a newspaper, I believe there is a decided reaction against it today. Not only has the Government frowned upon it, but the dissatisfaction of contestants and their friends has given many a well-intentioned newspaper a bad repute. The interest in the paper that floats such a contest is too often an artificial one and apt to die out when the contest is over. The enormous expense, space and effort necessary to swing such a proposition are seldom commensurate with results secured.

The popularity of the moving picture has opened up a new avenue to the newspaper eager to attract new readers. The serial story-movie, printed on the woman's page day by day, simultaneously with the showing of the film in a photoplay house, has proved a successful feature. Increased advertising revenue and newspaper publicity by way of the screen have been by-products of the scheme.

Test Out Your Newspaper

Every progressive publisher should endeavor to find out how his newspaper is liked by his readers, who are his silent partners. Solicitors may be sent from house to house, wherever the paper is distributed, with a questionnaire that records the departments in the paper that are most relished by subscribers. These discoveries are invaluable in sensing the needs of readers, and as a guide for the future conduct of the paper.

Don't keep these estimates about your journal for your own staff. Take your readers into your confidence; tell them you are making a paper to suit them and that you value their co-operation. A display "ad" or a little booklet, distributed widely, will give the paper constuctive publicity. The Indianapolis News made such tests and the results were intensely interesting. In brief they were as follows, as printed in a large announcement: A census of 1,000 subscribers—500 in Indianapolis and 500 out-of-town—showed the order of their likes in the city as: 1. Local News; 2. Display Advertising; 3. Classified Advertising; 4. Foreign News; 5. Editorials; 6. Sports and Amusements; 7. Weather; 8. Markets; 9. Cartoons; 10. Features. In the country the results were: 1. State News; 2. Display Advertising; 3. Markets; 4. Weather; 5. Classified Advertising; 6. Editorials; 7. Foreign News; 8. Sports and Amusements; 9. Cartoons; 10. Features.

Such a classification enables a managing editor to concentrate his efforts on the stuff that pulls, and also to adopt some plan for building up or eliminating departments that bring only weak reactions. Such a scientific study is worth a thousand dollars to any publisher who will profit by it.

The Boomerang of Publicity

A spirit of blow-and-bluster is apt to bring the kind of publicity you do not crave. If your paper accomplishes a reform or is victorious in a campaign you injure your cause by singing loudly your own praises in news story and editorial column. "We killed the bear" seldom convinces anyone; it generally results in amusement. The reward will be yours if you do not trumpet your achievements too blatantly.

I doubt if anything of permanent value is to be gained by browbeating a competitor. Comparative circulation and advertising figures which prove that yours is the leading newspaper in the field generally engender bad feeling and spur the paper across the street into renewed efforts. In some instances all the papers have lost money because of senseless cutthroat competition and foolish boasting. Coöperation is the life of business. Help the other fellow. Some day he'll do you a good turn. A group of united newspapers can move mountains; separated and antagonistic they are as a team of wild horses.

The Meat in the Cocoanut

So adopt sane methods to advertise your newspaper in a dignified, forceful, constructive way. Encourage people to talk about it in a wholesome vein. Plan novel, unexpected stunts to popularize the name at the masthead. Take an active, personal interest in city affairs and urge all the men associated with you to do likewise. Erect an electric sign on your office building to show that your vigilance never sleeps. Keep busy.

And then will the number of the cylinders on your motor-car increase from year to year.

ASSOCIATION NEWS

Utah State Press Association

The annual convention of the Utah State Press Association was held recently in Salt Lake City.

Lawrence Jorgensen, publisher of the Paysonian at Payson, read a paper entitled, "Trouble in a Country Printshop." This was followed by a discussion of the "Free Advertising Graft," by Karl S. Carlton, publisher of the Beaver Press. An interesting talk was made by D. M. Clark of the Midvale Messenger, followed by Joseph Smith, publisher of the Fillmore Progress. Both discussions were on the topic, "A Price List and Its Advantages."

The association decided by unanimous vote to join the National Editorial Association.

Secretary R. T. Porte and Chas. S. Wilkinson of the Iron County Record, gave short talks, which were followed by general discussion.

The following officers were elected: James H. Wallis, Vernal Express, president; Karl S. Carlton, Beaver City Press, vice-president; R. T. Porte, Salt Lake City, secretary.

Connecticut Editorial Association War Rally

While it necessarily was not as large as some war rallies, the Connecticut Editorial Association war rally at the Hotel Garde, New Haven, Saturday night, April 6th, lacked nothing in quality. It was a top-notcher in every respect. Not in a great many years, if ever, have so many newspaper workers been assembled together. The newspapers of Connecticut and the newspaper men, have been doing their best from the outbreak of this war. Without exception, the loyalty and patriotism of the newspapers and newspaper men have been a a potent factor and a tremendous force for good, putting faith and courage into the hearts of the people from the highest to the humblest. To the credit of Connecticut journalism, it can be said that the voice of the press of the Constitution State is with and for America, on the side of democracy and civilization. It isn't often newspaper workers can take a night off, and the fact that so many of them gathered for the war rally Saturday night is fresh evidence of the loyalty and patriotism of the members of the profession. They were all repaid for their attendance. The get-together in itself was an inspiration, and the addresses were even more inspiring. It isn't often that an abler trio of speakers is seen on one program than Congressman Husted of New York State, just returned from the battle front in France, Mr. Berthan of the American mission to Russia, and Dean Talcott Williams of the Columbia School of Journalism. Addressing a gathering of newspaper workers, the speakers were not only forceful but frank. Each address was distinct and unique and brimful of valuable information.

* * *

Women's Advertising Club, Chicago

The Women's Advertising Club of Chicago has taken up an extensive program of war work. Through the advertising work of the Chicago club over 1,000 of these Martha Washington kits, which contain comforts and necessities for the destitute refugee women of France, have been purchased and sent on their way.

At the last meeting of the club on Wednesday evening, April 3rd, at the club rooms of the Advertising Association of Chicago, fourteen women offered their services as salesmen in the Third Liberty Loan drive and as special publicity writers. The club also voted to purchase a $100 Liberty Bond.

H. E. Myers, of the Erwin Wassey Company, welcomed the women to the men's association and spoke his belief that an era of unparalleled opportunity for women is opening up in the advertising field. L. C. Pedlar of the Charles Daniel Frey Company, spoke on, "Art in Advertising," and Miss Edith Ward, of the Montgomery Ward Company, talked on, "Mail Order Advertising."

* * *

Central New York Newspaper Publishers' Association

An informal meeting of the Central New York Newspaper Publishers' Association was held April 13th in the composing-room of the Oneida Dispatch and a dinner was served at Hotel Oneida. How to meet the rising costs and demands by war-time conditions was the chief subject of discussion.

* * *

Washington State Press Association

The annual convention of the Washington State Press Association will be held at the Hotel Davenport, Spokane, July 18-19-20.

J. C. Kaynor, president; N. Russell Hill, secretary, and E. E. Baird, chairman of the executive committee, met with a committee from the Spokane Chamber of Commerce to arrange the details of the meeting.

* * *

Cook County, Ill., Press Club

The following is a list of the standing committees for 1918:—

Publicity Policy—Burke, Martin, Roberts, Roy M. Phillips.

Membership—Roberts, Herbert, Hunt, Loomis, John Phillips, Haas.

Speakers and Publicity—Roy M. Phillips, Burke and Roberts.

Entertainment and Outing—Furstenheim, Kinney, Haas, Stevens and Harriott.

War Service Committee—F. H. Burke, to appoint own committee.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order

SALESMEN, NOTE THIS!—A MONEY-MAKING SIDE LINE.—For Salesmen who represent manufacturers or supply houses. You will find quick, additional profit in coöperating with us. Our service helps hold good-will of old customers—makes friends of prospects, and adds to your income. Endorsed by firms and salesmen alike. Worth investigating. No samples. Mida's Trade-Mark Bureau, Est. 1889, Rand-McNally Building, Chicago, Ill.

A COLD SIMPLEX STEREOTYPING OUTFIT produces finest book and job plates, and type is not in danger of ruin by heat; also easy engraving method costing only $3.00 with materials, by which engraved plates are cast in stereo. metal from drawings on cardboard. ACME DRY-PROCESS STEREOTYPING.—A new process for fine job and book work. Matrices molded in a job press on special matrix boards. Easiest of all stereotyping processes. Catalog on receipt of two stamps. HENRY KAHRS, 240 E. 33d St., N. Y.

STEREOTYPE MACHINERY—28x38 GOSS POWER, mat roller for motor drive, $350.00.

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10-inch Hand Shaving Machine, $40.00.

Ostrander Power Beveler, $55.00.

1,000 Pounds Gas Melting Pot with hood, $50.00.

Four No. 6 Morrison Wire Stitchers, 2 sheets to 7/8 in., late style with D. C. Motors, $235, without motors, $185.00.

Six Electric Welded Stereotype Chases; size inside, 10 x 16½ up to 16⅜ x 22⅞.

Large Stock Pony, Two-revolution Drum and Cylinder Presses, all sizes and styles, Jobbers, Paper Cutters, and all miscellaneous machinery.

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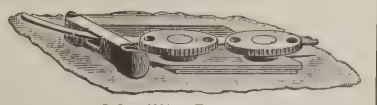

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H. C. Hotaling, Mapleton, Minn.

A Call to Service

WE have gathered for our 33rd annual convention at the most critical time in the world's history, at a time when the nations of the earth are fighting for the very existence of civilization without which the press would be obliterated. The supreme call to the press of America and the free press of the world is to remain steadfast and true, to realize that the great task, the one task of the hour is to win the war. No matter how important our personal interests may be they fade into insignificance when compared with the rights of humanity. In this crisis it is my duty to call upon the press of America to stand steady and not rock the boat. We must show to the world one profession and one business that will sink its personal advantage and interest for the benefit of humanity. I realize fully that there are many places where the rights of the press are being imposed upon, but such grievances can wait for settlement until after the war, until victory has been secured. The time is at hand now when every loyal newspaper must do not only its bit but its utmost to back up our sons aand our brothers who have crossed the seas and entered the blood-stained trenches tc battle for the world's democracy and against oppression.

Civilization has not reached its present stage without many a struggle, without many a sacrifice, consequently it is up to the press to continue to lead the forces of light in their attack upon the citadels of corruption and darkness. This is no time to quibble over differences of opinion as to when or how we got into the war, but it is a time when we should keep the ship of state headed toward the star of victory and the flag nailed to the masthead should be the Stars and Stripes. Every loyal publication should editorially declaare that "We are fighting for the right—our sole duty is to win," and win we will even though we are compelled to sacrifice all we hold dear and sacred. Unless we stand firm and keep the beacon light burning we will be derelict in our duty. We must keep the minds of men upon the supreme purpose of this great contest and unless we do so we will have failed to prove ourselves leaders of thought and moulders of public opinion. There are always lesser lights to detract from the main purpose but they lead off into the by-ways that may thwart the real plans and aims for which our Government is contending. The rights which America and our Allies are fighting for are fundamental to every liberty-loving citizen of the world. Once they are lost, civilization will be thrust back into the dark ages, back to that period of savagery when might was the only right. This being true the press is but defending its own existence in standing fast and upholding those principles which have made our nation a sponsor for the cause of human liberty. I therefore appeal to the press which has with very few exceptions been steadfast and true, to ever keep in mind that the struggle in which we are engaged is one of now or never, for unless we win now, liberty, free speech and a free press pass into the discard and we become slaves, mere serfs. I may perhaps be considered pessimistic but I realize that if we are to win this war there must be the most intense loyalty and devotion on the part of the editorial profession.

That this loyalty is evident is shown by the sacrifices that have already been made by members of our fraternity in many communities throughout the land. Men have had their business ruined, their subscription lists decimated, but through it all they have remained steadfast and true to Old Glory, realizing that unless victory comes to our soldiers, all will be lost. These brothers have not sacrificed in vain, in remaining firm they have encouraged others to take a like stand with the result that there has been a loyal, steady and constant response to the nation's call for men in every department of service.

Standing by Old Glory

From thousands of printing offices men have enlisted and the office that has not given at least one of its trained workers is indeed the exception. The service flag shows many a publisher who has turned the key in his little country printing office door and responded to the call. Others have picked up the knapsack and left the office to the good wife and still others have sent their only son. These have had the vision of what confronts the world in the event of the success of the Hun, and indicate as I stated in the outset, that the supreme call upon the press at this time is to remain unfaltering and true.

World-Wide Field

With the close of the war, when it does come, the opportunity for service on the part of the newspaper will be even greater than it is today. We will then enter a world-wide field instead of one nation-wide. As leaders it will not only be our place but our duty to present such a plan of procedure ar shall live its purpose the bringing

of the people of the earth into closer unity, into a better understanding of what liberty really means. Let our guidance be wise, fair and honest. Let the standard be one worthy of our profession for only by so conducting ourselves can our publications hold their place as moral and uplifting agencies. Let our utterances be free and unbiased.

Arkansas State of Progress

Sixteen years ago we met in this wonderful state. It was under less trying conditions. Peace prevailed and thoughts of war were far in the distance. Those who were here then and are here again to day are astounded at the progress and development which has taken place. Time works wondrous chaanges and the changes here have all been for the better. Arkansas is a great state and those of us who may be permitted to return here sixteen years hence will be greater surprised than we of today. The wheel of progress is now under motion and it will continue going forward until every acre of tillable land in the state is turned to profitable account. Thanks to the courtesy of the people of Arkansas we are to have an opportunity of viewing the state and judging for ourselves just what is being produced. Seeing is believing.

Saving Print Paper

And now a few words in regard to our Association and what we have gathered here to accomplish. Never before has the printing business, one of the most important industries in this country, been in a more precarious condition than it is today. We refer especially to the country publisher and the inland daily. This condition is due to the tremendous advance of everything that goes into the cost of doing business, paper, labor, etc. The print paper situation is anything but bright and unless some plan can be presented which will bring about increased production, which seems improbable, there will soon be an actual shortage—a famine in paper as at the present time the consumption is greater than the production. Every publisher in America should endeavor to go the limit the next twelve months in endeavoring to save paper, to cut out the extra runs, the specials, etc. This can be accomplished in many instances by setting material solid, by advancing advertising rates so that advertisers will use a little space yet spend as much money. On the whole the advertising rates of the country press are too low and publications accepting advertising aat six or eight cents n inch, no matter how small their circulation, are not only doing business too cheap but are not figuring the cost of composition. The city dailies should be appealed to and asked to cut down their Sunday editions in the interest of paper conservation. The general public will never believe print paper is very expensive when they get a whole armful for a nickel as they do in the Sunday paper. As an indication of what conservation can accomplishm I wish to cite and commend the action of the Pittsburgh dailies who by economies last year saved twenty per cent of their consumption or 10,000 tons. If other cities would do likewise and every country publisher would cut out every extra run possible, even though there might be a dollar profit in it, he would save more in the end and in addition perhaps keep some other publisher from going out of business entirely.

The Labor Situation

The help question is also daily growing more perplexing. So many men have been called into service that mechanics are growing exceptionally scarce with the result that publishers are bidding against each other for workmen. As a direct consequence the wage scale is reaching a height that the average publisher cannot pay it and leave a profit for the proprietor. We have drifted from the old way of doing business and apprentices are practically unknown in most offices. This must be corrected in some way by the manual training schools in the public educational system or technical schools will have to be established by the publishers of the country to produce the necessary mechanics. And these mechanics should be compelled to take some examination as many of the operators now turned out by so-called Linotype schools are not only incompetent but ruin machines that they are placed upon.

New Zone Postage System

Next month the new zone postage rates go into effect which, with each year, will be more weighty. No one understands the proposition, but the complications are such that much clerical detail will be necessary. The matter should be simplified so that the printing business may not be made entirely unprofitable, for in the words of Chas. M. Schwab, who has recently been placed at the head of the Government's shipbuilding department, "A business must be profitable if it is to continue to exist, but the glory of business is to make it so successful that you can do great things because they are great and because they ought to be done." Personally, I believe the zone system has some merits, but in its present shape it is so impractical as to work hardships upon the press. It should be held back until it can be simplified and made workable.

Government Advertising

I cannot pass by the attitude of the Government as to the space of newspaper publishers. It has been unjust, unfair and I might add unpatriotic in considering such space valuable only so long as it could be secured without cost to the Government. Newspaper space is the publisher's stock in trade and a commodity as much as tea and sugar, and the grocer has not been called to turn over such commodities without remuneration. At least one representative of the Government, Guy Emerson, publicity director for the district in which the great city of New York is located, has intimated that federal advertising would endanger the liberty of the press in that it would act as a subsidy. Mr. Emerson owes the press of America an apology in thus attacking the integrity of a profession that has sacrificed to the limit in backing the country at this critical time.

A Step Toward Socialism

The advancing costs of paper stock has resulted, according to newspaper dispatches, in a very heavy loss to the company which has been supplying the Government with envelopes. It is now proposed that this contractor be reimbursed by the Government for his loss. Such action would be little less than criminal in view of the fact that said envelopes with not a cent added for transportation charges were placed upon the market in competition with the country and city printer at cost. The Government should not single out any one class for its experiments in socialism. It should either go out of the envelope business or broaden its activities to lines of production. If it were a war measure there would be no criticism, but as it is now, it is a plain step toward crowding out individual action and activities.

A Crowding Organization

All during the year it has been my aim and ambition to bring the publishers of the country into one solid, compact organization, working as a unit. Such an organization and such action will have to be brought about if the country press is to survive.

This association today has a larger membership than at any other period in its history, but there should be thousands of additional names enrolled upon its list of

State associations do not continue their alignment and labor for the coöperation of other states. Many hands make light work. There should be and must be concerted action lest all advances will be reverses.

An Active Field Secretary

Among the matters that should receive attention from this gathering is the planning for an active secretary, one who can give his entire time to the needs and activities of the newspapermen. This will take money but the results cannot be attained without effort. Some plan should be worked out whereby the various associations can be visited in their State gatherings and brought into closer touch with what the National is endeavoring to accomplish in their behalf.

Presidential Visitations

It has been the pleasure of your president the past year to have attended the state association meetings in Iowa, Illinois, Minnesota, Arkansas, Maryland, Missouri, the Tri-State gatherings of Tennessee, Mississippi and Arkansas, besides a number of district gatherings. I have in addition endeavored to communicate in some way or other with every newspaper organization in America. Without funds the work has been hampered but throughout the year splendid coöperation has been given by many of the officers of the association. Especially do I wish to commend the work of Past-President Hosmer of the legislative committee, who in addition to his work at Washington workers. The work of the past year will be lost if the has visited a number of State gatherings to promote the coöperative plans inaugurated one year ago. Secretary Schlosser, Treasurer Cain and Vice-President Hardy have worked faithfully. Secretary Caswell of the Iowa Association and a member of the executive committee has also loyally boosted the work.

A Word of Thanks

At this time I also wish to acknowledge the kindly coöperation of the trade press who have responded to every call made upon them for space and assistance. Courtland Smith of the American Press has been especially helpful and his work in behalf of country journalism cannot be overestimated. He has pointed out the way to business for the publisher in living advertising rates and they can work out their own salvation by following his advice to "stick, brother, stick."

My personal thanks as well as those of the Association are due to all who have volunteered to help make the program for this week a success. Men prominent in our profession and in the nation's activities have come long distances to address us and I feel sure that we will all go home from this meeting not only with higher ideals of our profession but thrilled with enthusiasm and loyalty for the land in which we live—a land that knows no north, no south, no east, no west aand that stands first, last and all the time for the democracy of the world.

ONE THING A QUITTER SHOULDN'T BEGIN

There is one thing that a quitter should never begin, and that is: advertising.

Years ago Kendall's Soapine, Pyle's Pearline and Dobbins' Electric were about the best known soaps on the market. Today they are practically forgotten.

As lads we wore Mundell's Solar Tip Shoes. We couldn't scuff them out. They were well advertised—but how many shoe dealers know of them today?

How many remember Hecker's fat boy and the famous self-raising pancakes?

Athlophoros, Brown's Iron Bitters, St. Jacob's Oil—only old timers ever think of asking for them. And the old timers are dying off at their predestined ratio.

Bull Durham is now off the market—for how long no one knows.

Its chief asset is good will.

Suppose the war lasts five years more. Suppose not a dollar were spent for Bull Durham publicity in that time—how many are likely to ask for Bull five years hence? It is entirely possible for some other, by advertising, to usurp its popularity in the meantime. What then would be the shrunken value of its now tremendously valuable name?

It will be interesting to watch the strategy of Bull Durham from now on. It is unlikely that the owners will permit Bull to sink into comparative oblivion.

Any business that was well known yesterday undermines its future if it quits advertising today. There is tomorrow to be provided for and, no matter how big a business may be or how well it may have been advertised, tomorrow is no time to resume. The current is too swift for anyone to think that he can pick up anything that has been allowed to drop overboard.

More than that stoppage effectively keeps the insidious German propaganda for commercial supremacy after the war. In this light it means that either Germany's business must be crushed or yours will be.

Think it over.

(From The Eclipse, Cleveland, Ohio.)

HOME TOWN PAPER FOR SOLDIER BOYS

"Next to a letter from home, a copy of the home town weekly paper is the best thing to send our boys over there," said Prof. Willard G. Bleyer, head of the Department of Journalism at the University of Wisconsin, in addressing a patriotic rally of North Dakota Editors at Bismarck, under the auspices of the State Council of Defense.

"Urge your readers to send copies of your paper to the boys, or to cut out a column or two of 'locals' and enclose them in their letters. The boys want to know what is going on in the home town that they have left behind, and nothing tells them the news more satisfactorily than the local newspaper.

"Soldier boys in camps in this country are quite as eager to get the local weekly papers as are those on the other side."

AN IDEA THAT HELPED THE RED CROSS

The American Typefounders Company, of Jersey City, N J., delivered an admirably printed notice to each of its employes in all departments of the big foundry, earnestly inviting them to work from 12:40 to 5:40 P. M., Saturday, May 21st, and contribute the wages earned in these five hours to the Red Cross fund.

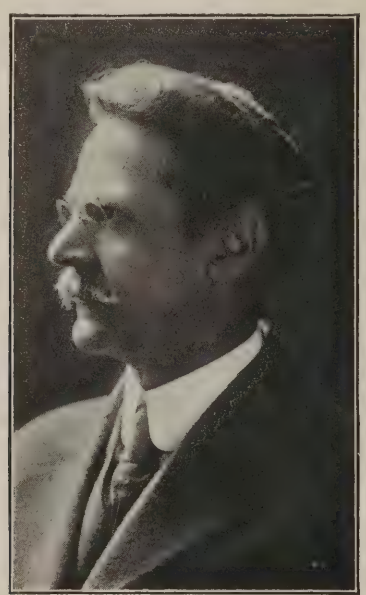
Under this plan, every one had a full week's pay and enjoyed the privilege of doing a generous act. In addition to this, the company contributed a liberal amount and swelled the fund to a very substantial degree. Doubtless the practicability of the plan will appeal to other manufacturers throughout the nation and when the next need for raising money for the Red Cross arrives, manufacturing establishments and business houses will adopt the plan. The AMERICAN Typefounders Company is well named and the officers of the corporation are entitled to spell the first word of the firm name in capital letters hereafter.

A NOBLE CRAFTSMAN GONE TO HIS REWARD

By the death of Frank J. Haffner, of the Brock-Haffner Press Company, of Denver, Colorado, the printing and allied trades of the United States of America has lost one of its foremost members. He was an authority on color work reproduction, possessing that artistic knowledge and ability which has for years placed him in the front ranks of his profession.

Mr. Haffner had been ill but a short time. His condition caused his friends considerable anxiety and their worst fears were reaized on the morning of April 30th, when he passed peacefully away, mourned by all whose good fortune it was to have come in contact with one fired with the enthusiasm and talent of an artist, possessing rare personal magnetism and fineness of character.

Francois Jacques Haffner was born on March 9, 1862, near Strassburg, in Alsace, then a French province. His father was of German parentage, his mother French. When young Haffner was twelve years of age his father died and on his death bed urged his young sons to take the family to America. They did so a few days later and settled in Pennsylvania. There the young man continued



MR. FRANK J. HAFFNER. Deceased

the studies of photography which he had begun in France and launched out into new branches. About 1888 he went to California and stayed there two years. In 1890 he came to Denver and for a time conducted a leading photograph gallery with success and ability. He was always on the qui vive for developments, and had the distinction of making the first X-Ray Photograph in his community. Dean Martyn Hart of St. John's Cathedral was the man who placed his good right hand on the strange photographic plate on along with a conglomeration of pocket knives, coins, keys, etc., so that the wonderful new picture could show comparison between those visible articles and live bones hidden under the flesh and skin of the human hand.

It was, however, in color work and photo-engraving that Mr. Haffner excelled. His studies in photography led him to research work, and he was one of the pioneers in art and color printing. When a young man he learned engraving in addition to photography, and his researches in three color and more plate work were so successful that he quickly forged to the front and remained until his sad demise a leader and authority in this branch of the printing and allied trades. One trait in his character which stands out above all others was his willingness to cooperate and share with others his discoveries. He strongly believed in fellowship with the other members of his profession, seeking at all times to exchange views and swapping experiences. He was a regular attendant at the national conventions of the Photo-Engravers of the country and two years ago was present at the Philadelphia gathering. The friendships which he formed were lasting; sincerity was one of his cardinal virtues and endeared him to all with whom he came in contact.

In 1892, with H. M. Williamson, Mr. Haffner organized the Williamson-Haffner Engraving & Printing Company, which became one of the best known color-plate making houses in the world. Later the corporation was dissolved and in March, 1916, a new corporation was organized, the Brock-Haffner Press Company, the associates of Mr. Haffner in this enterprise being B. F. Scribner of Pueblo, Charles M. Welch, who came to Denver from Syracuse ,N. Y.; John L. Brock, Sr., John L. Brock, Jr., and Mr. Haffner's son, Edmonte O. Haffner.

Some of the evidences of Mr Haffner's skill in plate work will live long in the memory of those who are familiar with it. No problem was too great for him to attempt to solve, and some of the "stunts" which he did deceived the shrewdest. One story which he loved to tell was the deception he practiced on a well-known artist who submitted a painting to be reproduced. So good were the plates that Mr. Haffner changed the picture from its frame, substituting the plate work. The artist complained of imperfections in his own work, and the laugh was truly on him. As a painter Mr. Haffner was possessed of considerable skill and in his spare time he worked assiduously with brush and palette. Another diversion was his devotion as a disciple of Isacc Walton. He dearly loved to fish, and not a stream within many miles of Denever had not been whipped by him. He made a study of every phase of fish life, and was an enthusiastic raconteur of his experiences.

In addition to his host of friends, Mr. Haffner leaves to mourn his loss his widow and four children: Mrs. Ray Henry of Kremling, Colorado; Ruth E. Haffner, Elsa Haffner and Edmonte O. Haffner. If evidence of the esteem in which the deceased was held were needed it was demonstrated at the funeral which took place on May 2nd. It is safe to say that every printing office in Denver was represented as well as every allied industry. The casket was covered with a wealth of floral tributes further testifying to the love and respect borne him.

The plant of the Brock-Haffner Press Company was closed from noon on the day of the burial and every department was represented at the funeral, not only by the employes but by floral tributes as a further expression of the love borne to aa just and patient employer.

The Denver Typothetae sent a very handsome floral piece, and the organization was represented by President J. B. Stott, Vice-president T. C. Egan, C. M. Welch (who was one of the pallbearers), Secretary Henry Allen, and the following members, to-wit: Orville L. Smith, J. Harry Carson, T. K. Wonderly, R. W. Bradford, Otto Thum, W. A. Lang, E. F. Wepf, etc

ROTARIANS NAME STINSON AS HEAD

Charles A. Stinson, vice-president of Gatchel & Manning, Photo-engravers, was unanimously nominated for the presidency of the Rotary Club at the monthly meeting of that organization. The election will be held on June 18th, and the contests will be for the offices of first and second vice presidency and directors.

Leon Beck, of the Charles Beck Company, and Charles B. Fairchild, Jr., of the Philadelphia Rapid Transit Company, will be the contestants for the first vice-president.

THE COST OF PRINTING

By Albert E. Davis

2.—Principles of Cost Finding

EVERY one, it would seem, should be able to see that certain fixed principles are and must be the basis of printers' cost accounting. Many there there are, however, who can not—or will not—see it. These are the ones who claim to have a cost system of their own, but who can not tell us what productive time is, nor yet how much an hour of composition time costs them. I do not mean that all the "systems of my own" are failures. I have found a very few home-made systems that gave very complete and accurate information. But I have never found a home-made system that did not involve a great deal more work on the part of the cost clerk than the Standard Cost System does, nor have I found the proportion of good ones as great as one in five hundred.

After many years of patient study and investigation on the part of the best minds in our industry, certain fixed principles have been found on which to base printers' cost accounting. Contrary to the general belief, these principles are not in the least affected by the forms or blanks used. Failure to recognize this fact has resulted in so much confusion and misunderstanding that the average printer can not be blamed for believing that there were very many systems and very little of good in any of them. Even the late chairman of the American Printers' Cost Commission was unable to differentiate between sets of blanks and sets of principles up until about three years before his death.

Strange to say, many of those who claim to be expert cost accountants fail to this day to recognize the fact that the Standard Cost System is a set of principles and not a set of blanks. This lack of understanding make it impossible for them to explain the principles of the Standard System. Hence the more or less widespread belief that the system is complicated, hard to understand, expensive to install and operate, and illy adapted to the needs of plants in general. Nothing could be further from the truth.

The Standard System is not complicated. It is not hard to understand. Instead of being expensive, it saves both time and money. Any one can install it without trouble and without help from the outside.

The Standard System is perfectly adapted to the needs of plants of every size and kind. The one-man shop—the plant with hundreds of employes—the private plant—the shop doing specialty printing—each of them will find the Standard Cost System so complete and so elastic that it will meet their every need. It will show them the gain or loss on each job; the gain or loss in each department every day, every week, or every month, as they may prefer; and the gain or loss of the business as a whole. And it will show them, too, the proportion of the time they pay for which is sold, and also the amount of time spent on each job and what the operative was doing during that time. The system does all this and more, and does it so easily, so thoroughly, so inexpensively, that the wonder is that any printer will consent to do business without it.

These are the principles of the Standard Cost Sstem:

1. The standard unit of product is the sold hour.

2. The standard hour cost is the labor cost plus department and business-office expenses.

3. The standard method of taking care of expenses other than labor expenses is to charge direct to each department all items of expense originating in the department, and to distribute the business-office expense over the departments on the basis of total department expense including pay roll.

These three simple principles are all there is to it. What is there about them complicated or hard to understand? Why do so many of those who attempt to explain the application of these simple principles so muddle the problem that their auditors, while realizing fully the crying need of cost finding, are led to believe that the standard system is entirely too complicated for their own plants?

At a cost congress in Philadelphia several years ago, the lecturer attempted to show two sets of blanks—one for the small and the other for the large plant. His small-shop blanks included nine separate forms, while thirty-six was the number he claimed the large plant needed. This lecturer never even got through with his demonstration of the small-shop forms; and while practically every one of the fifteen hundred printers present believed in a cost system for every plant, not one of them except those

already familiar with the system was able to understand the lecturer's explanations. And the man claimed to be demonstrating the Standard Cost System!

Instead of the forty-five blanks the Philadelphia lecturer said were needed, there are but four; and one of the four is the daily time ticket, which can hardly be called a cost blank. It is the purpose of this writer to so explain the Standard System that all can understand it. We will also take up several matters which are not, strictly speaking, pertinent to cost accounting, but which have a decided bearing on the question of the printer's profits.

It will be noticed that the first principle of the Standard Cost System declares that the unit of product is the sold hour—that is, the hour the customer pays for.

The printer sells two things. First, he sells time. Second, he sells merchandise. Time is the more important, for he sells more of it than of merchandise.

It is a simple matter to determine the cost of merchandise. The bills of the paper-dealer, the ink-maker, the engraver, and all the other tradesmen, give the cost to the penny, with the exception of the cost of handling. But it is quite another matter to find the cost of an hour of time.

The printer must take two kinds of time into account: productive and non-productive. Productive time is the time sold. It produces a revenue; and if the business is successful it is sold at a profit.

Non-productive time, on the other hand, is time for which the office pays but does not sell. Every printing-plant pays its operatives for more time than it sells its customers.

It is perfectly obvious that the successful business must sell its productive time for a price high enough to take care of (1) the non-productive time; (2) to pay the general and all other expenses of operation; (3) to return a profit.

Productive time, as stated, is the sold hour; and as the sold hour must provide all the revenue other than that derived from the sale of merchandise, it can not be anything else than "the unit of product." Time, then, is our product. It is the thing we produce for and sell to our customers—not in the literal sense of production, of course, but in the sense that we charge for the time spent on the printing we sell. Our first principle, therefore, is correct.

The second principle, is a statement of fact. It explains the first principle, in that it tells what the items are that make up the cost of the unit of production. That it is an unassailably correct principle is self-evident, for if the productive hour is what we sell, the cost of that hour is the sum of all the items of expense entering into its production.

The third principle has been the subject of much controversy. It is unqualifiedly correct, however, as we shall prove. The most critical analysis has failed to disclose a single flaw in the reasoning on which this principle is founded. Nevertheless, it is claimed by some that every productive hour, no matter what the work nor what the direct department cost of producing it, is equally responsible for the general expenses of carrying on the business, and that, consequently, each productive hour should bear the same amount of general expense. That is, the claim has been put forth that if all departments combined produce a thousand productive hours, and the general expense is a hundred dollars, each of the hours should be charged with ten cents to take care of the general expense. This reasoning is ridiculous, as a simple illustration plus a little thought will show. Let us compare the sale of time, with the hour as the unit, to the sale of cloth, with the yard as the unit.

The merchant finds, we will say, that on the average he sells a thousand yards of cloth a day; and he finds, let us assume, that the cost of selling is ten cents a yard. The cloth he sells is of many qualities, and its first cost ranges from five cents to five dollars a yard. Were he to follow the reasoning of some who pose as printers' cost accountants he would say that inasmuch as it costs ten cents a yard to sell cloth, he should add ten cents to the first cost of each yard sold to cover the cost of selling. Now under this reasoning we find that to get the net cost of his cheapest grade of cloth the merchant must add two hundred per cent (ten cents) to the initial cost, making the net cost to him fifteen cents. As he also adds ten cents to the first cost per yard of the five-dollar fabric, its net cost to him is $5.10; that is, he has added but two per cent to his first to get his net cost. That would be an absurdity.

Nevertheless we hear men arguing vehemently that the cheapest bindery hour should be charged with the same amount of general expense as the most costly pressroom hour. Assuming that without the general expense the cheapest bindery hour costs twenty cents and the most expensive press hour three dollars, and that for all the hours sold the general expense amounts to ten cents each, we have as great an absurdity as we had with the cloth, for to get the net cost we must add fifty per cent to

the department cost of the bindery hour and only three and a third per cent to the press hour. Does any sane man believe it right to distribute general expense in that proportion? Those who advocate such a division merely prove themselves incapable of understanding the basic principles of cost finding. The mischievous part of it is, however, that they so befog the issue as to leave their auditors floundering in a maze of complications and complexities from which it is hard to escape with anything like a clear understanding of cost accounting.

Each productive hour must bear its full share of the general expense. The amount assigned to each must be an equal percentage of the entire amount of expense. This is the fair and logical way to distribute the general expense. If the total general expense is fifty per cent of the total department costs, we add fifty per cent of the department hour cost to each sold hour in each department. This means that to our twenty-cent bindery hour we would add fifty per cent—ten cents—making the net cost thirty cents; that to our three-dollar press hour we would also add fifty per cent—a dollar and a half—making the net cost four dollars and a half. Each productive hour stands its exact proportion.

There can be no question about the soundness of the third principle. Even were it true (which it is not) that the time of managers, superintendents, salesmen and the like, is given to each productive hour in precisely the same amount, it would still be true, for under no imaginable condition would it be fair to saddle a greater proportion of general expense onto the productive hours of one department than on those of another. If we made any difference at all it would be to give the largest proportion to the time that costs the most, for we know that the salesman spends more time in telling about the artistic composition, the beautiful presswork, the appropriateness of the illustrations, than in telling about the inserting, the stitching, or any of the low-cost operations. Superintendents and foremen, too, spend the greater part of the time in planning the display, selecting the type-face, making the margins, deciding on the most economical layout, selecting the most appropriate color scheme, and so on. They all pay attention to the low-cost work, to be sure; but the major part of the time of the office and supervisory forces is devoted to the work costing the highest price. This is common knowledge. Why, then, should the low-cost be made to stand a greater proportion of the general expense than the hour that costs the most?

It is quite true, of course, that there are expense items which figure out the same for a six-dollar girl as for a sixty-dollar man. The light the girl uses is such an item, and there are others a plenty. But when all are added together the total is not large, and the difference in the hour rate is slight. Besides, if one is a stickler for accuracy down to the hundred thousandth part of a cent, the standard system provides all the data needed for determining the exact cost of the light used by both girl and man. However, no one cares—or at least very few care, for I did find a man once who carried his fractions of a cent down to the fifth decimal place.

It is a waste of time to calculate the cost of such things as the light used by each individual. It can be done readily enough, but the cost of the calculation is far and away greater than the value of the information. Personally, I never take into account anything smaller than a cent. If the net cost in a department is, say, eighty-seven and three tenths cents an hour, I make it eighty-eight cents and let it go at that. This saves time and simplifies the figuring.

The third principle rests on the solid foundation of sound reason and common sense. It is irrefutably correct.

There remains the question of stock—or merchandise. The first cost of stock is of course known to the penny, for the bill of the paper-dealer plus freight and cartage leaves nothing to be guessed at. There is, however, the cost of handling in addition. The handling charge includes the items of labor, rent, interest, spoilage, sample sheets, fixtures, shelving, deterioration, and perhaps other like items which I do not think of at the moment. The stock, too, can well be charged, with a part of the general expenses, for to order it means the writing of letters, the making of entries by the accounting department, the payment of bills, and the keeping of an inventory.

In a plant large enough to warrant the employment of a regular stock-room force, it is comparatively easy to get a pretty accurate idea of cost of handling stock. The best plan is to take all the expenses, reduce them to a percentage of the value of the stock, and add that percentage to the first cost. The proportion of the business-office expense the stock item should absorb is not so easily determined. It can of course be known with the greatest accuracy were the information worth the time and effort necessary to secure it; but as it is not it is best to take a small percentage of the general expense and add it to the first cost of stock on a percentage basis.

In the smaller plants, too, stock is taken care of by pressmen, bindery help, or whoever has the time to do it. Much of the time given to stock is divided up into very short periods; and, again, a pressman may receive, unwrap, and cut it, while his presses are running. A large part of such time can not well be accounted for, and for that reason the exact cost of handling stock can be ascertained in the smaller shop only at an expense too great to be considered. The recommendation of the United Typothetae of America that ten per cent be added to the cost of stock to cover the cost of handling should be adopted by every plant that does not have a regular stockroom force. Ten per cent is none too high; in my opinion it is too low. My own records show a somewhat higher cost; and one of the large wholesale paper-houses which operates a very complete cost system finds a little more than twelve per cent to be the correct figure. Surely, the printer, handling small lots and carrying but a limited amount, can not handle stock at as low a cost as the big dealer. But there are so many printers who figure no handling charge at all that if we can get every one to add ten per cent to cover that item we will have made a long step forward.

The principles of the Standard Cost System should now be clear to the reader. If I have failed to make myself understood—if any point needs further explanation—write me in care of the National Printer-Journalist, and I will do my best to make the matter clear to you.

Having shown that the Standard Cost System is a prime requisite to the success of every plant, and that the principles on which it is founded are unassailable, we are now ready to proceed with the application of the principles, which we will do in our next issue.

MISSOURI PRESS AND UNIVERSITY HOLD NINTH JOURNALISM WEEK

By Irene Fisher, a Student in the Missouri School of Journalism

THE Ninth Annual Journalism Week of the School of Journalism at the University of Missouri, from May 6th to 10th, commemorated the tenth year of the school's existence. The program had a war-time flavor in both the day meetings and the evening addresses. In addition, the annual banquet was this year a Made-In-War-time Banquet given in flag-decorated Fothwell Gymnasium. An anniversary edition of twenty-four pages was issued by the Evening Missourian, the daily paper published by the students in the School of Journalism, on Monday, May 10th, the first day of the week. One section was devoted to Columians in national service.

The Missouri Press Association met on Thursday and Friday of the week, J. P. Tucker of the Parkville Gazette, the president, in the chair. In recognition of his services to the press of the state, nation and world, and of his services as "founder and dean of the best and oldest school of Journalism in the world," the association presented an oil portrait of Dean Walter Williams to the State Historical Society of Missouri. The cup given by the School of Journalism to the newspaper doing the best service in its community, was presented at the banquet Friday night to the Monroe County Appeal, of Paris, Mo., edited by H. J. Blanton.

The Missouri Writers' Guild held its fourth annual meeting on Monday. Arthur F. Killick of Kansas City was elected president of the Guild for the year. Lee Shippey of the Kansas City Star, B. K. Baghdigian of Armenia, and A. F. Killick of Kansas City, addressed the Guild. C. G. Ross of the faculty of the School of Journalism told of his literary experiences in Australia.

Flags of all the Allied Nations, and historic flags of all times and from all lands, were hung in Rothwell Gymnasium on the occasion of the Made-In-War-time Banquet Friday evening. The Stars and Stripes formed the background of the speakers' table, and the service flag of the School of Journalsm, containing 118 stars, was hung in a place of honor in the center of the room. At each place was a souvenir booklet, "From Lafayette to Pershing," presented by the French National Committee. Major C. M. Gordon, commandant of cadets at the University, who has recently returned from France, told of the love of the French for the American soldier.

Charles A. Sumner of Kansas City, secretary of the International Stereotypers' and Electrotypers' Union, outlined labor's efforts to bring industrial democracy, and prophesied the adoption of the British Labor Party's platform by the whole world. John T. Harding, a Kansas City lawyer, spoke on the new world, the strength of which was to be the practice of the principle of the brotherhood of man. Harvey Ingham of the Des Moines Register and Tribune paid a tribute to the colleges of this country from which the highest type of young manhood had gone into the war. Messages from President Wilson, Secretary Baker and Secretary Daniels were read by Dean Williams, who was toastmaster.

Women in Journalism was the subject for Tuesday and Mrs. Olivia Barton Strohm, of the Critchfield & Company advertising agency in Chicago and Miss Anna Nolen, owner and editor of the News, Monroe City, Mo., were speakers. Mrs. S. E. Lee, of the Reporter, Savannah, Mo., and Miss Sara Lockwood of the Philadelphia Public Ledger, a graduate of the School of Journalism, said the opportunities for women in journalism were greater now than ever before. Miss Lockwood said prejudice against women was being rapidly eradicated.

The advertising and business side of newspaper work was discussed on Wednesday by advertising men from all over the state. Walter Ridgway of the Fayette Advertiser, Mrs. S. E. Lee of the Savannah (Mo.) Reporter, J. P. Campbell of Doniphan (Mo.) Prospect-News and N. A. Huse of the American Press Association were speakers on this subject.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

AS I have shown by proof offered from time to time through these columns of the National Printer-Journalist, to achieve the limit of success in his calling, a modern newspaper-maker must of necessity be a man of great versatility. In just the degree that he is limited in talent, skill and knowledge will a newspaper man's success in business be limited.

Among the accomplishments of the newspaper man, especially of the publisher of the home weekly, one of the most essential is a knowledge of advertising. Admittedly, this embraces a wide field, within itself constituting a distinct vocation, hence it is scarcely reasonable to suppose that all country editors can become advertising experts, or even expert advertisement writers; if such were the case, few of them would long remain in so humble a sphere; but it is wholly possible for every publisher of a home paper who is destined to succeed at all, to acquire a fair working knowledge of newspaper advertising and become more or less proficient in the art of writing and designing advertisements; and, since efficient service should be the chief aim and ambition of every newspaper man, from the humblest to the greatest among us, then the acquisition of such knowledge and skill as suggested should at once become the serious determination of all engaged in this noble and glorious calling.

I am doubtless not far wrong in presuming that in the average home newspaper office the advertising department is the one branch of the business that at the year's end shows a very gratifying margin of profit, which is another logical reason why the editors of such publications ought to strive for greater efficiency in this line of their service.

That the home editor should know how to solicit advertising is not enough—as intimated, he should also know how to write and design advertisements for such of his patrons as are unable to do so for themselves—and very naturally hundreds of the patrons of the advertising columns of the country press are of this class. It would be well if the editor can not only write and design advertisements for his customers, but likewise suggest new schemes and ideas and plan whole advertising campaigns for them. This means, of course, a lot of additional work for a man of many burdens, but it also means more business, more money, more profit.

While the subject of newspaper advertising is entirely too elaborate and intricate for exhaustive discussion in the limited space at my disposal here, nevertheless I hope to express a thought or two which may prove of interest and benefit to those who desire to improve their knowledge of this branch of the business.

The first thing one discovers when he begins the study of advertisement writing and designing, is that in this, as in all human arts and activities, "doctors differ." He finds one authority teaching this, and another insisting upon that which is completely the opposite of the other. However, as usual, there are certain fundamentals which the leaders recognize and to grasp which should become the student's chief ambition.

Plunging abruptly into the subject of advertisement writing, I might say that a simple advertisement may consist of but three component parts, namely, display, body and signature; but a complete advertisement, that is, one that possesses pulling power and promises to pay, is seldom confined to lines of such striking simplicity, but in addition to display and signature will contain some or all of the following elements, namely, introduction, description, illustration and price.

Certain schools and experts hold that by far the most important portion of any advertisement is the advertiser's name or signature, and, this being admitted, it is therefore held as technically correct that the name-plate should always occupy a position at the extreme top of the space. Personally I consider this a very judicious practice.

A great majority of advertisement writers favor borders for their advertisements, just as most of us prefer frames for our pictures, although some very creditable advertising campaigns have

been carried through successfully with exclusive borderless creations. From an artistic point of view, however, it must be conceded that borders are invaluable, and personally I am partial to their use, although I freely grant that occasionally, by way of oddity and contrast, distinctiveness is attained through their omission.

An advertisement's principal display line calls for most careful thought in its selection, for its purpose is to catch the reader's attention, hence the oft-used term of "catch-line." If at all possible, the display line in some way or other should pertain directly to the article advertised, because the purpose of advertising is to promulgate information concerning certain wares among those who may be interested. For instance, it would be extremely ridiculous for the writer of a baby food advertisement to choose a display line which by the thought expressed would as readily attract the attention of bachelors and old maids as that of real and prospective fathers and mothers. An excellent rule, then, is to make the principal display relate in some way to the thing advertised and interesting to that class whom it is the purpose to interest.

Of no less importance is the introductory paragraph, for after having arrested the reader's attention here it is that the successful advertisement writer proceeds to unfold his powers of charm and persuasion. If practicable, the human interest element is injected—anything to clinch the reader's interest, hold and encourage it to the extent of inducing him to read further, for, as yet, of course, we have not begun to talk business.

Description, while often necessarily brief, must neverthelss be drafted with utmost care and accuracy. This—to correctly describe a thing—is, I think, one of the most difficult of the advertisement writer's arts. To paint a word picture of a thing, charmingly, yet truly, and without exaggeration, neatly touching the very points that kindle the desire of possession and thereby create sales, is doubtless a very telling talent, one that calls for close observing and discriminate choice of language, and one which every advertisement writer should endeavor to cultivate to the highest possible degree. This ability—the ability to compose vivid, true-to-life descriptive sentences—is the quality that most frequently distinguishes the work of the successful from that of the unsuccessful writer—not only of advertisements but of both other fact and fiction. No less a master than Maupassant accredited his success as a writer to Flaubert's advice to "keep looking" at the object he wished to describe until that object had lost all resemblance to any other object of the same race or species. The charming, accurate descriptions in their advertisements and catalogs is one of the chief secrets of the success of the great mail order houses.

Everyone who has studied advertising to any extent appreciates the value of illustration in connection with it, and I therefore need say little more than a word of approval here. Other things being right, the success of every piece of advertising matter depends solely upon whether or not it is read, and whether or not it is read depends almost entirely upon its attractiveness.

We have learned to speak much about the "pulling power" of an advertisement in these days of popular advertising, but we haven't always realized that the "pull" is merely the advertisement's power to attract. The law of attraction—meaning the lure of art—spoken of at length in this department for last February, is the underlying principle whereby advertising succeeds; hence the utter advantage of pictures in conjunction with display lines and printed paragraphs of commercial news.

And lastly I must say a word or two about price—not the least among the essential elements of an advertisement. Great authorities have declared that, to be a success, an advertisement should end with its most important thought or statement. Like the man who talks best, the advertisement writer should make his point, make it strong, and then stop. And who can say, in this era of commercialism, that price is not one's most important point? At any rate, price is always of great weight and consequence in determining a sale and should therefore ever be given prominence. In estimating the value of any article, two things we insist upon knowing, namely, quality and price. Quality the advertisement writer portrays in his descriptive paragraphs and the price should be stated with emphasis.

The designing of an advertisement is no longer thought to be an office of the compositor—however much he may on occasion object—but is catalogued as a part of the writer's work. The design or layout, however, is best done by one who knows type and how to set it. In other words, a practical printer makes the best advertisement designer, provided he also knows advertising, for in this work we find the canons of art involved. The designer must know the value of balance, of white space, of contrasts, of massing, of symmetry, etc. Given an intelligent layout, a good compositor will, nine times out of ten, improve upon it, and the result will therefore be much better than if set at random

from "copy" alone. What sort of houses do carpenters build who proceed without plans and specifications?

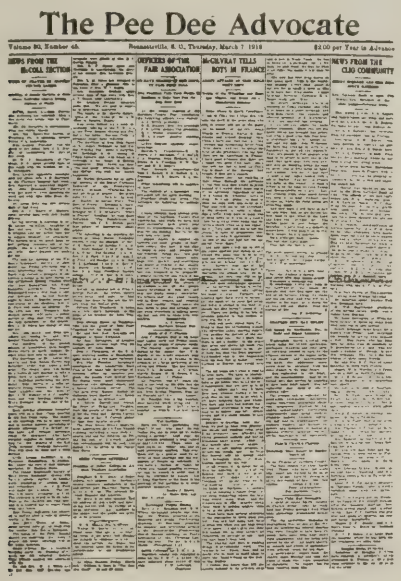
While on the subject I realize that I ought to say something enlightening in regard to rates for advertising space; but, like so many of the so-called experts among printers and advertisers, I am sadly weak on this point. The question, so much mooted, as to what constitutes a just and adequate scale for space charges by newspapers has not yet been settled, so far as I know, to the utter satisfaction of both those who buy and those who sell it, and it probably never will be.

The seller of advertising space charges usually as much only as he believes it possible to get, rather than what he knows the service is worth, and the buyer, as a rule, pays no more than he has to, regardless of results or value received. So much depends upon what sort of matter goes into the space, that it is often hard for the buyer to judge accurately as to the actual value of the medium used, which is another excellent reason why all newspaper makers should know how to write good advertising "copy" and lay it out correctly and attractively for the compositor,

Within recent years the Wisconsin state press association drew up a scale of advertising rates for newspapers, based, as they should be, on circulation, which impressed me as being as nearly just and right as anything I have seen before or since; but, unfortunately I have mislaid my copy of this scale and am unable to procure another one.

An old rule for basing advertising rates, which I recall as having seen somewhere years ago, is this: One cent per agate line for all weeklies of 500 circulation or less, plus one cent per inch for each additional 100 circulation. Thus a paper of 500 circulation or less would charge 14 cents the inch for space, while one of 700 circulation would charge 16 cents. A circulation of 1,000 copies would entitle a sheet to a rate of 19 cents per inch. And so on.

In conclusion, I want to urge every newspaper maker who reads this to "practice what he preaches." It is the height of inconsistency to go forth soliciting and selling advertising and singing its praises sky high, unless one employs it in boosting his own business. Be not merely a believer in advertising, be also a user of it; be not merely a theorist, be a consistent practicer; do not expect to get business only by precept, but set a good example as well by advertising yourself. Use booklets, blotters, cards, signs, posters, calendars and other novelties, if you will, but by all means use the columns of your own paper, too. And in using these columns don't for pity's sake let your use consist only in copy composed (oftimes by the "devil" himself) on a moment's notice, as a cheap and handy way of filling a "hole" in the forms—don't for pity's sake let your advertisement consist of mere abortive fillers, but appropriate a generous space and write the copy that is to go into it with just as much thought and just as high a degree of care and consideration as if you were paying the full rate. Attend to your own advertising just as you advocate to your patrons that they should attend to theirs, change it regularly, put some brains into it, think about it, and it will bring you results just as surely as the merchant's advertising brings him


The Pee Dee Advocate

No. 1

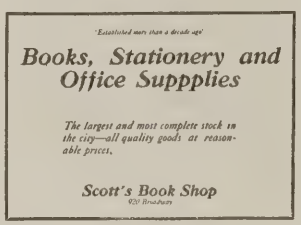
MULES! MULES! MULES!
DON'T LOSE A CROP
W. P. & L. K. BREEDEN
COAL!
We have contracted for a limited supply of our famous DIXIE GEM COAL, and are taking orders for it now, and deliver it as it arrives.
We advise you to purchase NOW. The price will be fixed at the time of delivery according to instructions of the Fuel Administration. At present it is $8.75 per ton. Remember our SERVICE last winter when times were serious.
Also buy THRIFT STAMPS, we sell them, and can send them up on the same load as your coal. Our horses will not mind the extra weight.
BENNETTSVILLE ICE CO.
BOGGS POTATO GRADER

No. 2

results. The publisher who will do this faithfully and conscientiously will soon learn to respect the value of his space.

Bring In
Your Bonds!
May 15 1918.
We will be pleased to cash the Coupons, and show you what a fine investment the proceeds will make in buying
Thrift Stamps!
BANK OF WASTA
WASTA, SOUTH DAKOTA
"The Live Bank on the Cheyenne"

No. 3


Established more than a decade ago
Books, Stationery and Office Suppplies
The largest and most complete stock in the city—all quality goods at reasonable prices.
Scott's Book Shop
920 Broadway

No. 4

Seattle, Wash., April 24, 1918.

Mr. O. Byron Copper, DeSoto, Wis.

Dear Sir:—I noticed a mention of the Nebraska Printer in the latest issue of the National Printer-Journalist and conceived the notion that you might be interested in seeing a copy or so of our little publication. This is printed, edited and so published by the department of journalism of the University and sent free to newspapermen in the state. We, the editorial staff, hold the modest opinion that it need fear no comparison with other publications of a similar character. How about it?

Yours truly,
FRED .A. RUSSELL.

In this title this little organ of the department of journalism of the Washington State University is paradoxical—being called The Washington Newspaper, whereas, it is in truth a magazine, the name, of course, being derived from the class it serves. But I want to assure Brother Russell that he and his staff associates need fear no contradiction from this quarter in their "modest opinion" confided in the foregoing letter. This publication is an exceedingly fine one, indeed, replete with matter of a most interesting and instructive character for its class of readers, and I being of that class, this has caused me to devote more time to its examination than I can ordinarily bestow upon a single specimen. All of the special articles are of an exceptionally creditable and beneficial nature and the editorial department is bright and pleasing. The news departments are also enjoyable, and the utter perfection of all mechanical work leaves no room for adverse comment. The privilege of inspecting The Washington Newspaper has really delighted me.

* * *

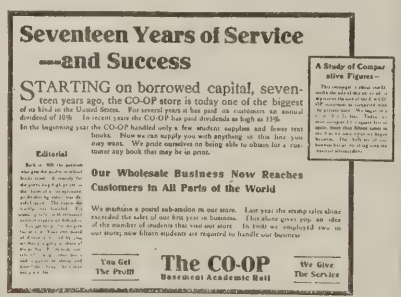
Bennettsville, S. C., April 4, 1918.

Mr. O. Byron Copper, DeSoto, Wis.

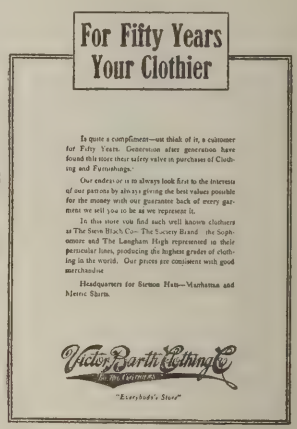
Dear Mr. Copper:—I have been reading your department in the National Printer-Journalist with much interest for many years, and have often thought of sending you some copies of my little weekly for review, but have neglected it till now. I am sending several recent copies of The Advocate, and ask you to give them all the criticism that you think proper. They are short on editorials, on account of lack of space and time, as I have been doing all the editorial, most of the reporting, and a good part of the business work, and at the same time serving on the local exemption board, which has taken a large part of my time for several months. Tell what is needed to improve the paper. Don't spare my feeling or pride.

Very truly,
R. L. FREEMAN.

After a thorough examination of Brother Freeman's excellent paper, The Pee Dee Advocate, I can honestly assure him that his "feelings and pride" are perfectly secure against being hurt, unless perchance they swell to the bursting point over the nice things I begin to feel inspired to say of the Advocate, the neat and handsome front page of which I am pleased to present herewith as Exhibit No. 1. I have four copies of this fine publication before me, and in all but one (that of April 4th) the mechanical makeup is quite as correct and pleasing as that in evidence in the reproduction. Nor is this feature of good makeup confined alone to the first page. I am glad to note that all pages are arranged according to the method recommended by this department, and, to illustrate this, I am reproducing another page as Exhibit 2. The excellence of this specimen begins with its contents, as in all newspapers it should. What goes into a newspaper—what a newspaper should contain— is always the first consideraation, of course. As can be seen, the first page of this publication is filled with the best of headed stuff, and the whole sheet (which is entirely home-printed) seems to consist of a very similar nature. Brother Freeman's excuse concerning his curtailed editorial department is wholly acceptable, particularly during these war times, with their additional burdens on the time of patriots; but, it is a satisfaction to observe that such editorials as do appear are well gotten up. I commend the idea of concentration exemplified throughout in the makeup of this specimen, the classified ads being all on one page, and so on. Both presswork and display composition are creditably done. From a rate card enclosed, I learn that The Advocate charges 20 cents per inch for display space, plus from 5 to 10 cents per inch for special position, and $1.00 as a minimum charge. Want ads are a cent a word. Subscription price is $2.00 per year, as it should be.


Seventeen Years of Service
—and Success
STARTING on borrowed capital, seventeen years ago, the CO-OP store is today one of the biggest of its kind in the United States. For several years it has paid its customers an annual dividend of 10%. In recent years the CO-OP has paid dividends as high as 15%.
In the beginning year the CO-OP handled only a few student supplies and fewer text books. Now we can supply you with anything in the line you may want. We pride ourselves on being able to obtain for a customer any book that may be in print.
A Study of Comparative Figures—
Editorial
Our Wholesale Business Now Reaches Customers in All Parts of the World
We maintain a postal sub-section in our store. Last year the stamp sales alone exceeded the sales of our first year in business. This alone gives you an idea of the number of students that visit our store. In 1918 we employed two in our store; now fifteen students are required to handle our business.
You Get The Profit
The CO-OP
Basement Academic Hall
We Give The Service

No. 5


For Fifty Years
Your Clothier
Is quite a compliment—ust think of it, a customer for Fifty Years. Generation after generation have found this store their safety valve in purchases of Clothing and Furnishings.
Our endeavor is to always look first to the interests of our patrons by always giving the best values possible for the money with our guarantee back of every garment we sell you to be as we represent it.
In this store you find such well known clothiers as The Stein Bloch Co—The Society Brand—the Sophomore and The Langham Hugh represented in their particular lines, producing the highest grades of clothing in the world. Our prices are consistent with good merchandise.
Headquarters for Stetson Hats—Manhattan and Manoc Shirts.
Victor Barth Clothing Co.
"Everybody's Store"

No 6

Such generous letters as the following one from the Macon, Mo., Republican force, are the sweetest rewards for my labors upon this department of the National Printer-Journalist:

Macon, Missouri, April 22, 1918.

Mr. O. Byron Copper, DeSoto, Wis.

My Dear Mr. Copper:—It was a most pleasant surprise to read in the National Printer-Journalist for April your kindly reference to the Macon Republican. It was of practical value, too, because I got the force together and showed it to them and it made them feel very good indeed. Even your suggestions for improvement on the inside pages were appreciated. We are now printing a Woman's Page which helps out a little. This week we will print your opinion of us on our front page.

Thanking you very much for your courtesy, we remain,

THE MACON REPUBLICAN FORCE.

Aberdeen, South Dakota, February 19, 1918.

Dear Publisher:

Here is a miniature American for your perusal.

The American Family has their "annual" get-to-gether party this evening and the Junior American is issued in honor of the occasion.

We have had a lot of fun getting it up and there will be more coming this evening when we pass it around.

As one of our valued exchanges we thought to let you in on the fun, too; while we would have liked to have had you with us, we wanted to let you know we thought of you at any rate.

So read it over; laugh with us if you find anything worthy of it in the pages and the next time you are in Aberdeen don't forget to drop in and meet the members

FORTIETH ANNIVERSARY EDITION

The Traer Star-Clipper

SIXTEEN PAGES—PAGES 9-16

FORTY-FIFTH YEAR. TRAER, TAMA COUNTY, IOWA, FRIDAY, MAY 3, 1918. JERSEY NUMBER 18.

TRAER IS 45 YEARS OF AGE THIS SPRING

TOWN GOES WITH RAILROAD

MAKING STAR-CLIPPER IS WHOLE WEEK'S JOB

CIRCULATION NOW IS 3,200

FIRST WHITE SETTLER CAME HERE IN 1852

FIRST POSTMASTER IS DEAD

OLD SETTLERS' CLUB ORGANIZED IN 1875

RECORD OF EARLY FAMILIES

No. 7

of "The Aberdeen American Family." Both of us are members of the "South Dakota Family," you know, and we don't get together any too often.

By the way, if you have any comment on our "Junior American" in your paper, send us a marked copy. We are making up a collection for next year.

Very truly yours,

E. P. NEILL,

Manager.

* * *

The "miniature" referred to within the foregoing missive, namely, The Junior American, is an amusing creation, and no mistake—a mere periodical of fun, the wit of which is richer in some respects than even that of Puck, Judge or Life. From leading story to the least want ad, everything is a jest. Even the editorial is a joke, purporting to emanate from the cranium of John Herbert McKeever, Jr., evidently the editor's infant son. Not least among the burlesques is the advertising department, whose alleged manager is another infant junior of the real manager of that department of the American office. One would have to be entirely destitute of a sense of humor if he couldn't smile with the "American family" over this little folio, issued in honor of their annual get-to-gether banquet. I can, and have, broadly.

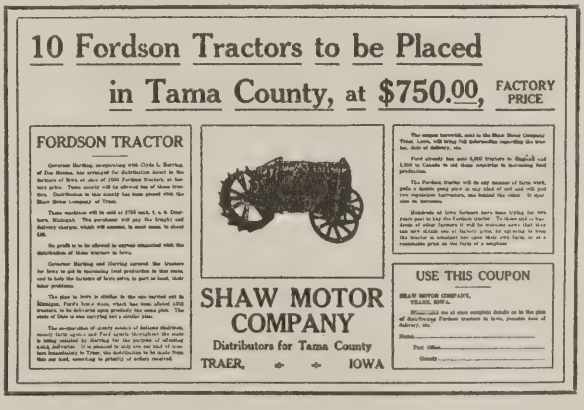
* * *

I had almost begun to suspect that the five-column quarto (with ready-printed interior) were an extinct species (notwithstanding their war-time appropriateness, in point of economy of size) so long has it been since I beheld one, but this Wasta (S. D.) Gazette is prima facie evidence that the kind is still extant. The Gazette is a very ordinary little home paper, with fairly good typography and fairly good press work and some local news. Publication of various live stock brands swell the advertising patronage considerably, although, if desired, it would be wholly possible to have a clean front page. A fine advertisement from this publication is shown in Exhibit 3.

An extremely fine creation in the newspaper line is this "Tenth Anniversary edition" of the Evening Missourian, Columbia, Mo., issued last May 6th. It consists of three eight-page sections, all filled with appropriate special matter and profusely illustrated. Advertisers have lent the project their unstinted support, and the handsome manner in which the Missourian mechanical force has handled this matter is a great credit to it. The first section of this special edition gives the regular day's news, while the second and third sections accommodate the special matter. Contents of Part 2 embrace a review of the city's progress during the past decade, and that of Part 3 pertains more exclusively to the war as applied locally, carrying numerous portraits of Columbia boys who have enlisted in the national service. The edition is on an extra good grade of stock and nicely printed. Advertisement composition is excellent, as I mean to prove by showing Exhibits 4, 5 and 6. The editorial work on this sheet deserves special praise and the mechanical makeup is of an equally high standard.

* * *

The Traer (Iowa) Star-Clipper is a remarkably good newspaper ordinarily, and the "fortieth anniversary edition" which appeared last May 3 was especially so. Even an extra page of seven columns added to a paper like the Star-Clipper makes a notable difference, but think of the overwhelming quantity of space obtained by doubling the regular quarto! Think of the task of furnishing the copy to fill those hundred and twelve long columns! And yet, all this seems to have been a simple matter for Editor E. E. Taylor & Son. This grand edition is to commemorate the founding of the Star forty years ago by the senior member of the present firm, then a lad of only sixteen years of age. Think of putting in two score years in a single field! A reduced photographic reproduction of the first edition of the Star is shown in this special edition—the "baby" from which the present "giant" has developed having been a crude and tiny five-columned affair. The circulation of the Star-Clipper today is 3,200 copies weekly, and the chief secret of this


10 Fordson Tractors to be Placed in Tama County, at $750.00, FACTORY PRICE

FORDSON TRACTOR

SHAW MOTOR COMPANY

Distributors for Tama County

TRAER, IOWA

USE THIS COUPON

SHAW MOTOR COMPANY, TRAER, IOWA.

No. 8

big list, I think, is to be read between the lines of the twenty-seven or more long letters from country correspondents in evidence in this issue. These form an invariable feature of this paper, and practically every other paragraph has a local application. Exchanges are not resorted to in order to fill the Star-Clipper's columns, nor is space devoted in any way to subjects not of vital local interest. This is the great secret, I believe, of any home weekly's success, printing only original news—only such news as originates within the home field. Another important thing which has not escaped

me in my inspection of this intensely interesting sheet, is the conspicuous ability of the editor. And with this thought every reader should remember that, contrary to the old belief, ability can be acquired, cultivated—it need not always be inherited. Once it was the common belief among men that a person must be born to this or that vocation in order to make a great success of it; but we are fast getting away from that false notion—from the blind belief in birthrights, and are beginning to properly respect man's powers of individual development. It is plain to me that Brother Taylor, the elder, during his forty years of service at Traer, Iowa, has developed powers which have surprised others and which even he himself did not know that he possessed. Valuable feature stories abound in the columns of the Star-Clipper. One of these—full of human interest of the finest type—is that wherein the author tells briefly the history of his forty years of business growth—and of personal unfoldment. The early struggles described are touching, and, as I read on, I discovered my heart swelling with fraternal understanding and sympathy. No man who has gone through the trial of establishing a home weekly in a limited field, and of building that weekly up to varied heights of worth and prominence—no man who has struggled thus and reaped certain measures of success, so that his admiring friends have chided him for wasting his talents in so cramped a field, can read this Traer editor's story, which wells straight from the author's heart, without having his sympathies stirred to their very depths. But, this Traer editor, whether natural or acquired, has the enviable gift of pricking tender spots in the hearts of the readers of his paragraphs. Another delightful feature of this special edition is the pageful of letters from former employes of the office, who have gone forth and made good in the calling elsewhere. In closing it is not amiss to note that the paper which I have examined has been conceded to be the very best paper in Iowa, a state noted for its excellent newspapers, and Brothers Taylor & Son hold the Loving Cup won by them in the Des Moines Register's statewide contest. The handsome front page from one of the sections accompanies this paragraph as Exhibit 7, and one of the pleasing advertisements is to be seen in Exhibit 8. It is satisfying, indeed, to note that mechanical makeup throughout is after the triangular scheme advised by this department of the National Printer-Journalist, which, coupled with high standards of typography and presswork, make the Star-Clipper a paper of excellence in every department.

* * *

A mighty fine idea—one worthy of adoption by every home paper within the United States—is that expressed in the following notice which was given a prominent position on the front page of a recent issue of that excellent paper, the Macon (Mo.) Republican:

Macon Republican to go to Soldeirs in France

If parents or friends of the soldiers in France will send this office their sons' names and addresses, this paper will be sent to them regularly free of charge. The purpose is to send it to every Macon County boy serving his country overseas. The papers will be securely wrapped and if directed right will certainly reach their destination. It will be like a letter from home. You could hardly send anything the boys would appreciate more. Please attend to the matter at once. Simply write the name and address on a postal card and mail to The Macon Republican.

* * *

Quite a contrast to the Traer, Iowa, paper mentioned in a foregoing paragraph is the Elroy (Wis.) Tribune. The Tribune is four years the senior of the Iowa sheet referred to, in point of age, but the Hawkeye weekly is years ahead of the Elroy Tribune in service and value to its readers. It is quite apparent that the Elroy publisher has not operated a successful real estate business in connection with his newspaper work, or any other profitable side-line, as the Iowa editor did, or, if he has, he has failed to apply the profits thus derived to the betterment of his printing plant. The contents of the Tribune are not so bad, neither in nature nor quantity, but it is the slovenly way they are put together and printed that disgusts. There is little mechanical skill and no system in evidence. Brother Dunn's editorial, however, on the subject of "Peace," is creditable, both for its diction and for the loyal and patriotic stand exemplified therein.

Each year—along about St. Valentine's Day—The Wayne County Press of Fairfield, Illinois, issues its "pink edition," or "annual non-resident issue," which consists exclusively of letters from "Wayne's wanderers," that is, former Wayne county folks who have migrated to other counties and states. The "pink edition" of the Press of last February 14th is before me, and, of its sort, is a veritable wonder, comprising two full quarto sections, in which are innumerable letters from the "wanderers" scattered throughout the Union, including Iowa, Utah, South Dakota, Indiana, Washington, Montana, Wisconsin, Texas, Arkansas, California, Illinois, Missouri, Nebraska, Oklahoma, Colorado, Florida, Oregon,

This New Garage
will be open soon and with modern facilities of every description we shall be better able than ever before to meet your requirements. Come in and look around. Get acquainted with this new splendid service garage and you'll make it your headquarters ever after.
For the Spring Drive
bring your car in right away and let us get it into condition for the year's pleasure or service requirements. Expert mechanics and the best equipment assure you a good job without loss of time or worry. No guess work, no unreasonable prices and such job is honestly done.
The Garage for Satisfactory Service
If you need anything for your car see us first. We carry a complete line of automobile accessories and can save you money on anything you buy from a grease cup to a tire.
It's high time you had the car fixed up for the coming season, so find out what you need and let us make the repairs. You'll be surprised at the values we can offer.
AGENCY FOR FORD CARS IN PERINTON AND PENFIELD
Tools Tubes Tires Headlights Horns Spark Plugs
H. E. KELSEY
NORTH MAIN STREET
FAIRPORT NEW YORK
Repair Kits Tape Gasoline Oils Chains Painting Supplies

No. 9

Idaho, Kansas, Michigan, Arizona, West Virginia, and others. Such an issue must be received with immeasurable joy and interest by Press subscribers, because it brings tidings of old friends and neighbors almost forgotten or lost in the vicissitudes of life, and thus precludes the common human failing of "losing track of one another." Why wouldn't such an edition be an excellent thing for all home weeklies to issue regularly?

On the sixth of last March the Fairport (N. Y.) Herald came out with its first twenty-page "Automobile Number," which, in the main, as an initial attempt, was creditable. Many local automobile dealers and garage keepers got into the edition with liberal advertisements, all of which were well treated by the compositor. Perhaps the best of these, typographically, is this one selected for reproduction as Exhibit 9. In most respects the Herald is a good paper, offering a thorough news-service, able editorial work, and with mechanical standards well averaged up. This sheet's one great need in order to improve is a more systematic method of make-up—in other words, the adoption of the concentrated, "triangular" plan so often outlined in detail through this department of the National Printer-Journalist.

Jaunty, double-deck heads would brighten the otherwise chaste front page of the Nelson (Neb.) Gazette and thereby make that portion of this publication more attractive and readable. I heartily commend the evident effort to provide readers with a good array of matter

and am fairly charmed by the careful presswork and excellent advertisement composition with which this specimen is blessed. Exhibit 10 is a full-page advertisement and Exhibit 11 a striking design of smaller dimensions. Both have much art in them, and show skill on the part of their author far above that of the average adman. The Gazette is printed entirely at home and therefore has no need to have any one page crowded with displayed matter. The practical inauguration of the "triangular" method of makeup would be both desirable and practicable. A department of editorials, also, ought to be begun and maintained, in order that the Gazette should grow in power and prestige.

* * *

In his March 21st edition, Editor R. D. Shepard of the Defiance (Iowa) Independent, with a pride that was doubtless pardonable, announced the arrival of a "new printer" at his home, who, I hope, shall some day answer to the name of Rodney Delmar Shepard, Jr. I do not know that this is Brother Shepard's first born, but, if it is, then I know by experience that the penning of that short local has given him more pleasure than any other item of equal length he shall ever write. The Inde-

Horses with Heaves and Clothes with Regrets

WHENEVER a deal ends in disappointment you can safely lay it to one thing: lack of knowledge.

It is true in a horse deal or a clothes deal. You can be absolutely sure of KUPPENHEIMER CLOTHES because they're absolutely safe and certain, even now while the woolen market and the labor market and all the other markets are confused.

SPRING MODELS NOW ON DISPLAY

SHOES

BOY'S SUITS

EXTRA TROUSERS

SHIRTS and COLLARS

EASTER SPECIAL

SPRING COATS

Gossard Corsets

NEW FOOTWEAR

NEW COLLARS

NEW WAISTS

Gossard Brassieres

NEW SKIRTS

Ladies and Growing Girls

New Styles in Childrens Footwear

WROUGHTONS

THE QUALITY STORE

ONE PRICE TO ALL

No. 10

$2.69 LADIES' $3.95

Shoe Special

We offer, until Sat. night, April 6, two tables of shoe bargains as follows.

EVERY SHOE SHOULD SELL BEFORE THE WEEK ENDS

$3.95

EVERY SHOE SHOULD SELL BEFORE THE WEEK ENDS

$2.69

Portwood Co.

No. 11

North-China Daily News

SHANGHAI, SATURDAY, JANUARY 26, 1918.

EVERY HOME CAN AFFORD A VICTROLA?

S. MOUTRIE & CO., LTD.

THE RIDING SEASON

LANE, CRAWFORD & CO., LD.

Our Winter Sale

LANE, CRAWFORD & CO., LD.

AU PETIT LOUVRE

FURTHER REDUCTIONS

OUR SALE

Olympic Theatre

Grand Opera and Ballet Season.

ALLIED WAR FUNDS

No. 12

pendent, or at least this issue of it, I regret to note, is very ordinary in points of contents and mechanical makeup. Possibly the arrival of the new eight-pound member of the force had something to do with the inferiority of this edition. A greater abundance of local news should be gathered and a neater, more methodical system of mechanical makeup adopted. Try the plan of placing all display advertising to the right-hand sides of pages and arranging them in gradation, larger ads at bottom, in triangular form, and note the gratifying improvement in the appearance of your sheet.

* * *

Exhibit 12 is the upper half a curiosity by way of a Shanghai, China, newspaper. The lower half of this page is quite similar—all borderless advertisements—hence, to avoid further monotony, is withheld. All of us who are not too young can recall a time when American newspapers looked a great deal like this oriental representative, but, thank goodness, within the past few decades, art has gotten intermingled with the newspaper business of Uncle Sam's domain. Not only is the first page of this wonderful sheet composed principally of advertising, but so are also the second and third pages. Other pages, too, are liberally supported and some of the spaces are neatly bordered and more artistically set, very like American work of this sort. A number of well-known American articles are noticed among the various things advertised, as, for instance, the Remington arms, Simmons brass beds, etc. The contents of this sheet differ remarkably from those of the average daily of the occident, although, generally, the matter is instructive and of a clean, elevating character. Here is a marked paragraph, worthy of quotation as a cap-sheef for this installment of "Newspaper Criticisms":

A Chinese Caxton

In June, 1877, Mr. R. S. Gundry, a former editor of this paper, signed the indentures of apprenticeship of A-Yew, compositor. They were printed in English and Chinese, and set forth with some detail the sins of omission and commission for which a compositor was liable to be fined, the fine generally not exceeding ten cents. "Smoking strictly prohibited, and compositors are not allowed to bring their dogs to the workrooms." Like his English contemporary, the Chinese compositor of that day was evidently a sporting type of gentlemen, even to the extent of havin special legislation dealing with drunkenness and negligence of duty. A-Yew retires from the caseroom this month on a pension. He has seen seven editors above him (at least they imagined they were above him) and carries with him recollections of personal encounters with some of them, intimate memories of all. This paper was set from type till only a few years ago, and very few issues of it have been locked up for press without some of A-Yew's typesetting. It is but a few years ago that Linotype machines displaced the typecases, though they have not altogether done so yet. Today's issue, however will contain the last words of English that our sixty-year-old friend is likely to set. He settles down in the land of his adoption—for his home was in Macao—for the rest of his brief span.

OPENS EMERGENCY HOSPITAL AND LABORATORIES FOR PRINTERS

The Millers' Mutual Casualty Company, Printing Trades Division, is equipping an Industrial Emergency Hospital and Laboratories on the 19th floor of what is known as the Consumers' Building at 220 S. State Street, Chicago. Mr. William J. Swift, M.D., is the medical director and chief surgeon of the company and will occupy a specially-equipped suite where he will be present from 8 A. M., until 6 P. M., daily. The hospital and laboratory facilities are being installed for the purpose of rendering the most modern and scientific treatment to all injured employes of poliy holders.

Mr. J. C. Adderly, the Secretary and General Manager of the company, says: "No expense is being spared to make it the most complete hospital of its kind in the United States. No other insurance company has ever attempted to go this far in rendering service to its policy holders.

SAYS COUNTRY WEEKLY IS REAL HOME PAPER

"The city daily may give the telegraph news of the world in quicker and better service, the mail-order house may occasionally undersell the home merchant, the glory of the city's lights may dazzle; but, at the end of the week, home and home institutions are best; so only one publication gives the news we most wish to know,—the country paper."

So says Charles Moreau Harger in writing on, "The Country Editor of Today" in a new book, "The Profession of Journalism," edited by Prof. Willard G. Bleyer, head of the department of journalism at the University of Wisconsin.

"The city journal is the paper of the masses; the country weekly or small daily is the paper of the neighborhood. One is general and impersonal; the other direct and intimate. One is the market-place; the other, the home. The distinction is not soon to be wiped out.

"The city business man throws away his financial journal and his yellow 'extra,' and tears open the pencil addressed home paper that brings to him memories of new-mown hay and fallow fields and boyhood. The country paper holds its readers with a grip that the city editor may well envy.

"Instead of the big city journals extending their sway to crush out the country paper, it is more probable that the country papers will take on some of the city's air, and that, with the added touch of personal familiarity with the people and their affairs, the country editor will become a greater power than in the past.

"Closest to the people, nearest to their home life, its hopes and aspirations, the country editor is at the foundation of journalism."

The book is purchasable through the National Printer-Journalist at a cost of $1.25.

BIG, NEW PLANT IN DES MOINES

The Register and Tribune Home is a Splendid, Modern Building

The Des Moines Register and Tribune are now published in their handsome new thirteen-story home at Eighth and Locust Streets.

The building is of Bedford stone. The first six stories are 66 x 132 feet and the upper seven are 66 x 66 feet. It is said to be the tallest building in Iowa, and can be seen miles away.

The first five stories are occupied by the various departments of the Register and Tribune. The upper eight floors are rented. Express elevators are on duty day and night.

Business and classified departments occupy the first floor and are arranged about an octagonal lobby, which opens from the main body of the building. A corridor leading back from the main lobby overlooks the press-room in the basement. Through the glass windows of the corridor spectators may watch the new presss printing papers at the rate of 30,000 to 40,000 an hour, and delivering them upstairs at the mail room by means of automatic paper conveyers.

On the mezzanine floor, overlooking the general and classified offices, are the display advertising and circulation departments. These can be reached by stairways on each side of the octagonal main offices, or by the elevator in the hallway. Back of the circulation department is the mailing room. Papers are delivered at the mailing table by the automatic conveyers from the pressroom, and mail sacks are loaded onto trucks in the alley by means of three chutes.

Editorial offices, composing-room and stereotyping room are on the third floor. The composing-room is equipped with new steel unit furniture. A battery of twelve Linotypes sets the type for the nine editions a day. A pneumatic tube system for the transmission of copy and proofs connects all departments with the composing-room.

On the fourth floor are the offices of the publisher, Gardner Cowles, and the cartoonist, J. N. Darling ("Ding"), conference rooms, the library and the engraving department.

The fifth floor is occupied by the job printing department.

Each department has its own vault for storage of records and supplies. There are coat and toilet rooms and sanitary drinking fountains on every floor. Practically all the equipment and furnishings of the building are new, and embody the latest improvements in equipment for newspaper production.

The move to the handsome new building is in keeping with the enormous growth in business and circulation which the Register and Tribune have enjoyed.

A NEW WISCONSIN PAPER

The Janesville Press is the name of a paper soon to be launched in Janesville, Wis. It will start as a semi-weekly, but a daily is an anticipated development. The manager will be W. K. Davis, for aa number of years manager of the Davis Printing Co., of Milton, Wis. Mr. Davis is a newspaper man, of wide experience, and is well known among Wisconsin editors and publishers. He was at one time a vice-president of the Wisconsin Press Association. The paper will be independent, politically and otherwise.

EDITOR NOW IN Y. M. C. A. WORK

Editor Irwin Funk of the Rogers, Ark., Democrat, who has been acting as State Publicity Agent for the Y. M. C. A. for some several months, has been appointed Publicity Secretary for the Army Y. M. C. A. at Camp Pike and also editor of the newspaper, "Trench and Camp." His office is in the Army Y. M. C. A. Administration Building at Camp Pike.

The copy of the edition of the newspaper, "Trench and Camp," for May 21st, is completely filled with news articles concerning camp life. Some of the most interesting departments of the eight-page paper are: "At the Y. M. C. A. Buildings," "Gossip Around the Camp," and an editorial page which is thoroughly "true to type" and "according to Hoyle." The concluding paragraphs of an editorial, "Keep Out of the Mire," are just what one might expect from the pen of so good a man as is Mr. Funk. They are as follows: "It is the immitigable duty of the soldier under arms to walk worthily in his path. Some men have come into the army infected with horrible diseases. They have been isolated at once. The record of such diseases contracted while in service is surprisingly low. Let this thought be before you always. There is a depth so low in which it is possible to be so degraded that you cannot even die for your country." Keep out of the mire. Mr. Funk is still the editor of the Rogers Democrat and is doing his best to supervise his publication at long range. He was present at the convention of the National Editorial Association at Little Rock and renewed acquaintances formed at previous sessions of the national body of publishers.

TRADE-MARK MIX-UPS AND SUNDRY WAYS OUT

By L. W. Mida, President Mida's Trade Mark Bureau, Chicago *

Article Eight

Facilities, Instead of Bare Knowledge, are Needed

NOW, the average business man will say, "Oh, I turn all of this over to my attorney. He understands all about trade-marks. He will advise me."

Now, it is true that the attorney does understand all about trade-marks. But the attorney can not depend on his knowledge alone; he must have the facilities. A carpenter can do nothing with his bare hands. He must have his tools. And so conditions must also be met, or knowledge is of small value.

The attorney can make a search, or cause a search to be made in Washington. But when he is through, he has not covered over twenty per cent of the trade-mark names. Remember, the law of 1905 states very specifically that it does not interfere with common law rights. There are many trade-marks in existence that are not registered at Washington, and yet these trade-marks, in court, assailed in litigation by the owners of federal trade-marks, would probably come out best! They have their priority of rights well established; many of these trade-marks have been in existence for years, and the rights of first adoption and continuous use have been carefully preserved. Their records are clear. Some of them are of a nature that could not be registered in Washington; some are geographical names, some are personal names, some are descriptive names, and yet all of them may be protectable against unfair competition.

You find trade-marks of this kind in practically every advertising section of a newspaper or magazine. But that fact does not invalidate any of these trade-marks. Now, unless the lawyer has access to all of this information, it is utterly impossible for him to deliver a sound opinion. All he could tell you is the word he gets from Washington. His search ends there. He may say, "Go ahead, you are perfectly right." But no sooner have you made your application than some claimant comes in from outside. That claimant will show priority. He will show that he has already been using your trade-mark, that the money you have expended is practically wasted.

But again remember, that your lawyer, no matter how much he knows about trade-marks, must wait until the search has been made in Washington, which may take a considerable time.

Hundreds of thousands of Trade-Mark Names on File

MIDA'S TRADE-MARK BUREAU has been in existence ever since 1889. We have in our files not only all of the trade-marks registered at Washington, but we have hundreds of thousands of private brands. Therefore, when it comes to making the search, we know definitely whether the trade-mark is in conflict with other trade-marks. To this, we add our long experience in trade-mark matters. We advise if the trade-mark is registrable. But we have the records, and the facilities, and these facilities are admittedly the most extensive in the world. They have been collected with painstaking care, and so far as human ingenuity can go, they are kept up-to-date. We do not mean that every name as fast as it is discontinued, is accounted for. We do not mean that every name that has come up in use, gets into our files the day it is adopted. But we exercise great vigilance.

There is no other filing system of this magnitude in existence. Therefore, we are placed in position where we can give our cients the value of this extensive, definite, specific knowledge. When you deal with trade-mark matters, it is just as important, as vitally essential that you know the definite facts, as it is if you were looking up an abstract of title. You must have the records, and without the records, you can not succeed. The other way around, applying only to some avenue that leads to the patent office, will require a much longer time, and in the end it may terminate in interference. Why not gain as much knowledge as possible in advance? Then you will not be put to the expense of litigation. You will not have the tremendous investment of printing your labels, which you must do before you can make your application to Uncle Sam. You will not have the investment of your sales and your advertising expenditure. You will be free from all of these outlays. And when we tell you that it is safe to go ahead, we are acting not simply on our good judgment, but on the facts that are right before us; facts that no other bureau, and no other agency in the world, can furnish.

The Past, Present and Future of Trade-Marks are Important

The trade-mark proposition does not repose entirely with past records. While we talk of "priority of rights," let us remember that the present status of a trade-mark is very important. If somebody else has pre-empted the name and quite apparently has a good and valid right to that name, then it would be folly in going ahead with the intention of fighting it out in the court. That cost money, and causes delay.

But the future of a trade-mark is also a matter to keep in mind. Now, just as many different persons in different parts of the country may conceive the same patentable ideas at about the same time, and make application in the same month or even the same week, so a great many persons in the future may conceive the trade-mark that you are using today.

Let us say that you have already had that trade-mark registered. It is yours; there is no question about that. But let us not be deluded by the fact that Uncle Sam will fight our legal battles for us. He does not! When he registers a trade-mark, he simply puts that trade-mark on record. Of course, it will have to meet certain fundamental conditions, but when it has met those conditions, his part of the contract is like that of the county clerk or county recorder. He simply places your trade-mark on record. He is not going to fight your battles for you. The certificate of registration that he gives you is considered to be prima facie evidence. It has standing in a court of equity, but that does not necessarily win your case. And even if it did, it does not preserve you from the expenditure of litigation. But remember that your trade-mark has a past, a present and a future, and every one is important.

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*[It is with this old-established Bureau—the largest in America—that this publication has arranged to furnish Free Searches of Trade Marks for our advertisers and paid subscribers.—Editor.]

Mida's Trade-Mark Bureau's Vigilance Service

Whenever we register a trade-mark for any client, we operate without additional expense, and without any added fee, what we term our Vigilance Service. We have already explained our extensive records, including not only all of the Patent Office trade-marks, but also hundreds of thousands of private brands, brands that are held under common law or state laws.

Every day we are adding to these records. Now, let us say that we have registered a number of brands for you. We give you this Vigilance Service, which means that if we find some new trade-mark infringing on yours, we immediately notify you and also notify the new claimant.

When the new claimant is told that his trade-mark is an infringement on one that has been registered, has been in existence for years, he is not going to rush into litigation. He is going to pause, and he is going to get a new trade-mark.

Thus all litigation is saved. He is not put to any additional expense, and you are not put to any expense.

Furthermore, neither you nor he has been obliged to forfeit any good will. Thus a condition of amity is established. But without this Vigilance Service, the other claimant might go ahead for years and use his trade-mark, and eventually your goods and his might cross. Then the clash comes.

He claims priority of rights. He says that he has common law rights. You say he has not. And the matter goes to court. And even if you win, that takes time and it takes money. Therefore, this Vigilance Service of ours that goes to every client, free of charge, is a preventive of litigation. The object of MIDA'S TRADE-MARK BUREAU is not to stir up litigation. We do everything we can to discourage it. And there is no better antidote for litigation than our Vigilance Service. We sidetrack trouble before it has a chance to get on the main line.

Unparalleled Search Service

Naturally, with all these hundreds of thousands of records on file, including all of the federal trade-marks and hundreds of thousands of privately owned brands, we are in position to make a rapid and dependable search. Each day we get a large number of trade-marks for search. We pt these into the hands of experts who refer to our files. We find if these names are in conflict, if they are registrable. This information, even when it is contrary to the expectation of the client, is valuable. The more experience business men have with trade-marks, the less inclined they are to say, "Oh, I don't care if that man has a similar trade-mark. It belongs to me, and I am going to use it. I am going right ahead, and I don't care what anybody says or does!" This is not a safe attitude; it is an attitude that only brings trouble.

Even if a search would disclose that every one of the trade names was in conflict with other trade-marks, that knowledge would certainly be more serviceable than to go on serenely thinking that your own trade-mark could not be assailed. Knowledge is always a pretty safe thing, and in trade-marks it is the only thing worth having.

Now, even if your brands were not in conflict, they might be of such a nature that they could not be registered. Instead of going ahead and spending tremendous sums of money for them, and then finding out months or years later if your trade-marks are registrable, why not get the information in advance? Save yourself all this expenditure and start out on the right path.

[To be Continued]

HERE'S A 100 PER CENT NEWSPAPER

The Bureau County Republican of Princeton, Illinois, is certainly a one hundred per cent newspaper. Although the name would indicate that it is strongly partisan—in this time of war—it is very much more strongly American and the editor and directing heads of the great journal are giving every ounce of their strength and all their talent toward making and keeping their readers thoroughly patriotic and wideawake as to their privileges and opportunities. The issue for May 9th contains an abundance of patriotic news as well as articles and news-stories of a high merit in composition. The high-grade of news print used enables the advertisers to make their appeals to the best advantage. With the sworn circudation of 5,500 copies, the Bureau County Republican is one of the most influential inland newspapers in the Central West if not in the nation. The editor is Mr. H. U. Bailey, the retiring president of the Illinois Press Association, a position which he has filled with credit to himself and with honor to the fraternity.

Mr. Bailey's executive and administrative ability is reflected throughout the publication. The citizens of Princeton and surrounding territory are indeed fortunate in having a man of so great talent and wisdom in their locality. Two of the most interesting features of the edition of May 9th are an extended account, with portraits of the graduates, of the Princeton Township High School Forty-ninth Annual Commencement, and a page of letters from Bureau County fighting boys in camp and "over there."

A stouter, more consistent champion of democracy and freedom could hardly be found in this great nation of patriotic newspapers than is the Bureau County Republican.

EDITOR CHARLES BRADSHAW AND CARROLTON PATRIOT CELEBRATE THIRTIETH ANNIVERSARY

Editor Charles Bradshaw and his excellent newspaper, "The Carrolton Patriot" celebrated their thirtieth anniversary on April 20, 1918. In a most interesting article, Mr. Bradshaw, the editor, compares the condition of the community as it was in 1888 with what it is today. In the course of his reminiscences, Mr. Bradshaw says: "Cows have long since ceased to browse at will along the weed and grass-bordered plank walks: the plank walks have also disappeared, saloons were banished from Carrolton years ago, never to return. The same identical "We" of thirty years ago is on duty yet, pegging away week after week trying to keep pace with and properly record the constant changes and the local happenings that go to make up the current history of our town and county."

"Thirty years ago The Patriot, in common with most country newspapers, used a 'patent inside'—four pages printed in St. Louis. Typesetting machines had been introduced in a very few newspaper offices in the large cities, but were still in the experimental stage. Typesetting was still done by hand even on most the daily papers, and of course no country editor had had so improbable a dream as that of owning a typesetting machine. The Patriot hastened slowly to machine composition, but installed a machine five years ago.

"Thirty years ago the reproduction of photographs in newspapers had not been successfully attempted. Eight years later The Patriot issued its souvenir number, containing some two hundred photographic halftones. Sixteen years ago the first of The Patriot's famous baby groups was printed on the cover of the Christmas number—at that time quite a photographic novelty."

BOOKKEEPING AND COST FINDING FOR PRINTERS

FUNDAMENTAL BOOKKEEPING PRINCIPLES FOR PRINTERS

ASSIGNMENT IV

The General Books of a Printing House of Medium Size (concluded)

The Trial Balance

OW that all accounts have been posted in the ledger, it is possible to make a trial balance in order to determine, as popularly stated, the accuracy of the work. The trial balance of the face of the general ledger is as follows:

	Debit	Credit
Paper Stock	$1,167.19	
Ink	187.25	
Electrotypes	93.30	
Ruling	10.05	
Engraving	88.80	
Productive Labor	720.00	
Non-Productive Iabor	476.00	
Rent	125.00	
Insurance	450.00	
Shop Supplies	5.00	
Gas Consumed	20.00	
Electric Current Consumed	35.00	
Repairs	5.00	
Salesman's Salary	100.00	
Advertising	20.00	
Packing	45.00	
Discount on Sales	24.68	
Express	.35	
Sales		$1,670.15
General Office Salaries	56.00	
Officers' Salaries	240.00	
Postage	40.00	
Telegrams and Telephone	8.00	
Discount on Purchases		35.85
Club and Organization Dues	7.50	
Miscellaneous Office Expense	15.50	
Cash	6,486.83	
Customers' Accounts	433.95	
Office Furniture and Furnishings	335.00	
Equipment	15,890.00	
Creditors' Accounts		379.40
A's Investment Account		12,500.00
B's Investment Account		7,500.00
C's Investment Account		5,000.00
	$27,085.40	$27,085.40

The business statements and balance sheet should now be drawn up. The following things are assumed:

The books are to be closed by the inventory method:

Depreciation and obsolescence of office furniture and furnishings, $2.80 (at rate of 10 per cent per year).

Depreciation and obsolescence of equipment, $153.25 (at rate of 15 per cent per year on composing-room equipment and 10 per cent per year on balance).

Interest on investment, $125 (as determined below).

Inventory of paper stock on hand, $651.

Inventory of electrotypes on hand, $10.78.

Inventory of ink on hand, $110.

Inventory of ruling on hand, $1.80.

Inventory of engraving on hand, $32.

Inventory of packing materials on hand, $35.

Insurance for month, $12.50; or stating it another way, inventory of (or unexpired) insurance, $437.50.

Necessary Journal Entries.—In order to put each of these assumed facts on the books, several journal entries are necessary. They are given in the same order as the statements to which they relate in the preceding list.

Depreciation and Obsolescence of Office Furniture and Furnishings	$2.80	
Reserve for Depreciation and Obsolescence of Office Furnishings		$2.80

This entry is necessary in order to show a debit item in the Depreciation and Obsolescence account, for the debit is Depreciation and Obsolescence—not the reserve that is created.

Depreciation and Obsolescence of Equipment	$153.25	
Reserve for Depreciation and Obsolescence of Equipment		$153.25

(Same purpose as explained above)

Interest on Investment	$125.00	
A's Investment account		62.50
B's Investment account		37.50
C's Investment account		25.00

This entry represents interest on the several investments for the month of January (at the rate of 6% per annum or .5% per month). These three journal entries should be made and posted to the general ledger.

Closing Accounts With Inventories.—The several accounts which show inventories are closed as follows, in order to show the amount chargeable to the work done in January. The Paper Stock is used as an illustration. This account now appears in the ledger as follows:

PAPER STOCK

Jan. 31	PB	1167.19			

The inventory is credited to the account:

PAPER STOCK

Jan. 31	PB	1167.19	Jan. 31	Inventory	651.00

Each of the other accounts is similarly credited. After this is done, the differenc between the debits and credits in all the various accounts shows the amounts of paper stock and other materials used during the month, as follows:

Paper Stock	$516.19
Ink	77.25
Electrotypes	82.52
Ruling	8.25
Engraving	56.80
Packing	10.00
Insurance	12.50

Statement of Cost of Printing in Technical Form.—It is now possible to find out the several costs of running the business during the month. There are three distinct divisions of the printing business, incurring three distinct costs—the factory or shop where the printed page is actually produced; the selling department, in charge of the sales, the expenses of which give the cost of selling; and the administrative department, in charge of the general office, the expenses of which give the cost of the general administration of the business.

The accounts under which are collected the cost of operating these three departments of the business are called Factory, Selling, and Administration, respectively. Collectively these three accounts are often referred to as

the Revenue or Income account. In many industries, these accounts are called Manufacturing, Trading, and Profit and Loss respectively; but the non-technical terms of Factory, Selling and Administration are adopted for use in this course.

In order to find the cost of printing during the month, it is necessary to have a journal entry which will serve the purpose of closing all accounts having to do with printing into one account. Such a journal entry for our books is as follows:

Factory	$2,417.76	
Paper Stock		$516.19
Ink		77.25
Electrotypes		82.52
Ruling		8.25
Engraving		56.80
Productive Labor		720.00
Non-Productive Labor		476.00
Rent		125.00
Insurance		12.50
Shop Supplies		5.00
Gas Consumed		20.00
Electric Current Consumed		35.00
Depreciation and Obsolescence of Equipment		153.25
Interest on Investment		125.00
Repairs		5.00

Post this entry to the general ledger. The various accounts that are credited are then closed off the books.

It is now necessary to transfer the cost of printing to the Selling account, which is accomplished by the following journal entry:

Selling	$2,417.76	
Factory		$2,417.76

Posting this entry closes the Factory account.

In order to know the costs of selling, etc., it is necessary to group those costs together, by means of the following journal entry:

Selling	155.03	
Salesman's Salary		$100.00
Advertising		20.00
Discount on Sales		24.68
Packing		10.00
Express		.35

The selling account should be credited with the sales of the month as follows:

Sales	$1,670.15	
Selling		$1,670.15

The posting of these journal entries to the ledger closes all the accounts named except Selling, which stands as follows:

SELLING

Jan. 31	J.	2,417.76	Jan. 31	J.	1,670.15
Jan. 31	J.	155.03			

The debit side of the Selling account shows the charges against trading transactions; the credit side shows the return from such transactions. Therefore, in this case the sales during the period under consideration did not cover the cost of producing and of selling the printed matter, even when the general administrative items are not taken into consideration. In order to close this account, the following journal entry is necessary:

Administration	$902.64	
Selling		$902.64

The posting of this entry to the ledger balances the Selling account, and places a debit to the Administration account.

The general profit and loss items of the business should now be charged or credited to the Administration account, according to whether they are losses or gains. This necessitates the following entries:

Administration	$369.80	
General Office Salaries		$ 56.00
Officers' Salaries		240.00
Postage		40.00
Telegrams and Telephone		8.00
Club and Organization Dues		7.50
Miscellaneous and Obsolescence of Office Furniture and Furnishings		2.80
Discount on Purchases	35.85	
Administration		35.85

The posting of these items closes the several accounts, except Administration, which stands as follows:

ADMINISTRATION

Jan. 31	J.	902.64	Jan. 31	J.	35.85
Jan. 31	J.	369.80			

This shows that the month's operations have resulted in a net loss of $1,236.59 (the difference between the debit and credit sides of the Administration account). The articles of co-partnership provided that profits or losses were to be shared in the following manner: A, 50%; B, 30%; C, 20%. It is necessary, then, to charge each partner with his share of the loss, and to credit the Administration account with the total amount. The journal entry is:

A's Investment account	618.29	
B's Investment account	370.98	
C's Investment account	247.32	
Administration		$1,236.59

Post this entry to the general ledger.

The next step is to close by balance the several accounts standing open on the books. For example, the Cash account stands as follows:

CASH

Jan. 31	CB	23,711.52	Jan. 31	CB	15,984.69

This account is balanced by writing in on the credit side the word "Balance" and the proper amount, and then ruling up the account and bringing the balance forward on the debit side of the account, as of the next day.

The Cash account then appears as follows:

CASH

Jan. 31	CB	23,711.52	Jan. 31	CB	17,224.69
			Jan. 3	Balance	6,486.83
		23,711.52			23,711.52
Feb. 1	Balance	6,486.83			

Similarly the account of A's Investment now stands as follows:

A'S INVESTMENT

Jan. 31	J	618.29	Jan. 31	CB	12,500.00
			Jan. 31	J	62.50

This is balance, and then appears as follows:

A'S INVESTMENT

Jan. 31	J	618.29	Jan. 1	CB	12,500.00
Jan. 31	Balance	11,944.21	Jan. 31	J	62.50
		12,562.50			12,562.50
			Feb. 1	Balance	11,944.21

The inventories recorded on the credit side of the several accounts, as explained on page 13, should be brought forward, as in the following illustration:

PAPER STOCK

Jan. 31	PB	1,167.19	Jan. 31	Inventory		651.00
			Jan. 31		J	516.91
		1,167.19				1,167.19
Feb. 1	Inventory	651.00				

All the closing entries have now been made, and it is possible to take a balance sheet of the books at the close of business, January 31, 1912; or, as it is generally stated, on February 1, 1912.

Arranged as suggested in Assignment II, the order of the accounts in the balance sheet for A, B and C is as follows:

ASSETS

Cash.
Customers' Accounts.
Paper Stock.
Ink.
Electrotypes.
Ruling.
Engraving.
Packing Materials.
Office Furniture and Furnishings.
Equipment.
Unexpired Insurance.

LIABILITIES

Creditors' Accounts.
Reserve for Depreciation and Obsolescence of Office Furniture and Furnishings.
Reserve for Depreciation and Obsolescence of Equipment.
A's Investment account.
B's Investment account.
C's Investment account.

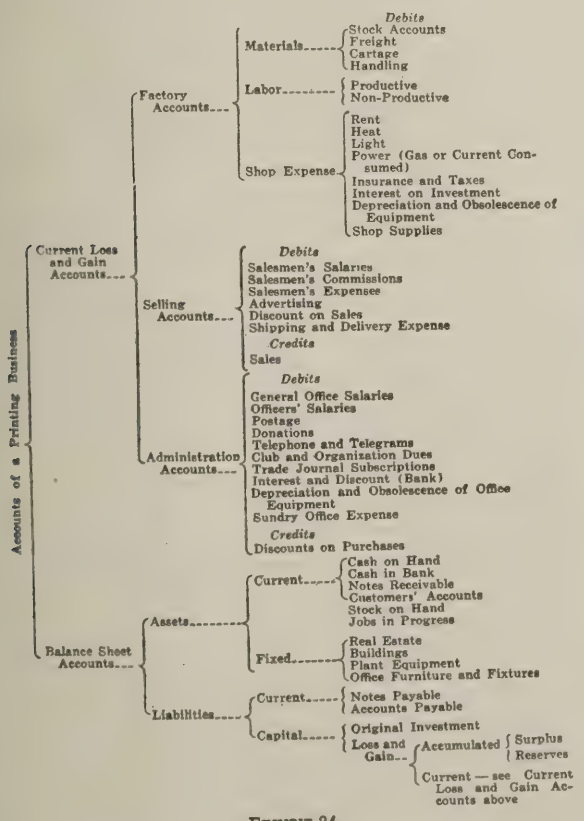

EXHIBIT 24

Financial, Income, and Expenditure Accounts.—Account may be kept with Discount on Purchases and with Interest on Notes and Accounts Receivable. These accounts represent profits from able financial management and administration, and should not be considered as decreasing the cost of jobs sold. For this reason, the Discount on Purchases account in the illustrative set is closed directly into Loss and Gain rather than into the Factory account.

On the other hand, any interest which the business pays on notes or accounts payable should not be considered as increasing the cost of the goods sold, but rather as a charge due to the management of the business. Therefore, an Interest on Notes and Accounts Payable account would be closed into Loss and Gain rather than into the Factory account.

Chart of Accounts of a Printing Business.—The relation of the various groups and classes of accounts in the printing business to one another and to the business as a whole is shown in Exhibit 24.

Recitation

1. Discuss the principles of controlling accounts. Use the Cash account as an illustration.

2. Send in all the books that have been used in recording the transactions and operations described in Assignments III and IV. Send in the balance sheet on a separate piece of paper, with the assets listed on the left-hand side, and the liabilities on the right-hand side.

[This is a correspondence in Cost Finding for Printers given by the University of Wisconsin Extension Division as a part of their service to the business people of Wisconsin.]

PURCHASING AGENTS FAVOR STANDARDIZING PAPER

Dear Sir:—The National Association of Purchasing Agents met in Chicago May 22nd.

This meeting was held to determine a standard booklet and catalog size. Besides representatives of the 2,000 Purchasing Agents who continually buy printing, there were representatives of many national organizations interested in producing or buying printing.

The discussion boiled down to three divisions—those favoring the size of 6 x 9-⅛, those favoring 7½ x 10-⅝, and those favoring 8 x 11-⅛.

A resolution was passed and wired to the Federal Trade Commission, Washington, as a unanimous vote that advertisers and printers confine all printing of booklets and catalogs to those cutting from three sizes of paper—25 x 38, 32 x 44 (with their doubles), and 33 x 46.

After the general meeting the Purchasing Agents voted that the size 7½ x 10-⅝ recommended by the Executive Committee of the United Typothetae be adopted for catalogs, and that a booklet size of 5¼ x 7½ also be adopted as standard. This vote was then put in the form of a resolution and wired to the Federal Trade Commission.

Cards are being prepared giving folding and size specifications of all booklets and catalogs that will cut from the three standard sheets. If the reader would like copies of these cards they will be sent without charge by applying to the Dexter Folder Co., 200 Fifth Avenue, New York.

CHARLES FRANCIS, DEAN OF PRINTERS, DOES NOT ACCEPT THEORY

DIFFERS WITH MR. DAVIS AS TO APPLYING BONUS SYSTEM TO PRINTING INDUSTRY

New York, May 29, 1918.

Mr. Benjamin S. Herbert, 4618 Ravenswood Avenue, Chicago, Ill.

Dear Mr. Herbert:—In your May issue, you have a very beautiful theoretic discussion by Albert E. Davis on the subject of "STIMULATING PRODUCTION" through the means of "bonuses."

In the first place I should like to know whether this is ALL theory or whether Mr. Davis knows of any plant whether printing, or otherwise, that has successfully tried out his plan and I venture to suggest that if so, it is a country office as we should say "far from the maddening crowd," according to my theory it is not only impractical but impossible in a large sized printing office and would involve so much detaail tht it would override its benefits by its cost of operation.

Again, Mr. Davis is liable to give some people who are in business an idea that they should net about 1,200 impressions per hour from a cylinder press, as I have a thirteen years' record which gives as the highest maximum output, all delays and make-ready taken into consideration, of from 625 to 811 impressions per hour, taking large and small cylinder presses together in six months periods and with many long runs. I once had a test of six forms of 300,000 each on hand-fed and two styles of automatic feeding machines, large forms on 5-0 Miehle presses and the RUNNING TIME ONLY showed for each of the different machines and the hand-fed of more or less 1,200 per hour. This is where so many printers fall down on their estimating, as the waste time of a number of presses whether automatic or otherwise will not give a year-round product of over 800 per hour under the most favorable production in COMPETITIVE printing plants, and nearly every estimator makes his basis 1,000 per hour, this however, is only incidental to the question of how to stimulate production.

This brings us to the second part and according to my experience the only way in which to stimulate production is to make one employe feel that he is a partner in the business and that if anything further than a reasonable profit is made that you are willing and will share the success with your employes. Unfortunately there are so many price cutters in the business from ignorance, stupidity and lack of experience that even this is almost impossible.

The cost system without doubt has done much to eliminate the price-cutters but many very staunch advocates of the cost systems and some who have elaborate systems installed will insist upon doing business at what they themselves can prove to be a loss by their cost system, we certainly need some plan by which these people could be restrained from taking business below cost, as well as the information as to what cost is.

What we need most in our industry is to get more money for our product, this also would stimulate production in that it would allow a margin for co-operative profits to the employe, but vice versa of this the employer, is a better business man than the average employer, for he has raised his wages in the last fifteen years about forty per cent and obtained compensation insurance and other concessions, while the employer has probably raised his prices 25% or less, and has had to submit to these conditions.

Now the only way in which, under prevailing conditions, is to make satisfied employes by doing everything possible for their profit and comfort, and many of these can be done at small cost. For instance, the Charles Francis Press insures its employes for a death benefit of $500 free to them so long as they are in the employ and have been employed for six months or more.

Take an interest in their social life and enjoy yourself with them as many times in the year as the circumstances will permit.

There is no theory in this, we have tried it out, and know that it works. Team work there must be, or everything will be lost. Treat the employe even to the errand boy with courtesy and you will get his respect. Make him understand that you are thinking every minute of his interest as well as your own, and if you are a real man you will do this.

Let everything be done in harmony and do not expect too much in return, for there are always some who are born to think that the world owes them a living and the sooner these are out of the working force the better.

Coöperation is the one feature that will stimulate production and do not expect to have the employe coöperate with you unless you, as far as possible, coöperate with him. Let him understand that he is an integral part of the whole force and just as necessary in his place as the employer in his place. Make it one BUSINESS family, all working together for the building up of a great institution in perfection, in output, in uplift, and in pleasant relations, in the struggle for existence which all of us must make.

SOME RECENT PURCHASERS OF LINOTYPES

Platte (S. D.) Tribune; Johnson City (Tenn.) Staff; Kalona (Iowa) News; Montgomery (Ala.) Emancipator; Vassar (Mich.) Pioneer-Times; Foreman (Ark.) Sun; East Orange (N. J.) R. W. Hanwell; Malone (N.Y.) Evening Telegram; Wilmerding (Pa.) News-Tribune; Chicago (Ill.) Industrial Workers of the World; Chicago (Ill.) The Mally Company; Clearfield (Pa.) Republican; Canaan (Conn.) Connecticut Western News; Washington (D. C.) Star; Tampa (Fla.) The Florida Grower; Oshkosh (Neb.) Garden County News; Sheridan (Wyo.) Post; Batavia (N. Y.) The Daily News; Los Angeles (Cal.) El Heraldo de Mexico; Redfield (Iowa) Review; Sioux Center (Iowa) Van Donselaar & Brandes; Giddings (Texas) News; Greenwood (Ark.) Democrat; Kearney (Neb.) Democrat; Buffalo (N. Y.) Courier-Enquirer; Whiteville (N. C.) News-Reporter; Victor (N. Y.) Herald; Iowa Park (Texas) Herald; Thomasville (Ga.) Press; Arcola (Ill.) Record-Herald; Mamaroneck (N. Y.) Paragraph; Pittsburg (Kansas) Headlight; Dover (Delaware) State Sentinel; Paris (Ill.) Beacon; Chicago (Ill.) Rudolph Tavchar; Butte (Mont.) Murphy-Cheely Printing Co.; San Francisco (Cal.) Franklin Linotyping Co.; Helena (Mont.) Record-Herald; Jerome (Idaho) North Side News; Fresno (Cal.) California Post; Sheridan(Ark.)

AMONG THE ASSOCIATIONS

IN UNITY NPJ IS STRENGTH

[Editorial Note.—Officers of all Press and Printers' organizations are urged to make regular use of this department.]

Illinois Press Association

The Illinois Press Association held its fifty-third annual convention at Champaign May 23rd, 24th, 25th. It is said to have been the largest and most profitable meeting ever held in the history of the association.

Among those who appeared upon the program were the following: H. C. Hotaling, President of the National Editorial Association, Mapleton, Minn.; Geo. Hosmer, chairman legislative committee, National Editorial Association, Denver; Verne E. Joy, editor Sentinel, Centralia, Ill.; B. E. Pinkerton editor Daily Atlas, Monmouth, Ill.; Benj. S. Herbert, Natonal Printer-Journalist, Chicago; Frank D. Whipp, Fiscal Supervisor, Department of Welfare, Springfield, Ill.; Paul R. Goddard, editor Reporter, Washington, Ill.; I. S. Dunn, editor News, Divernon, Ill.; F. A. Feare, Daily Beacon, Paris, Ill.; H. T. Harrington, Superintendent School of Journalism, Urbana, Ill.; John H. Harrison, Commercial News, Danville, Ill.; W. J. Smith, editor Sun, Waukegan, Ill.; A. S. Leckie, editor Herald News, Joliet, Ill.; Hon. Chas. E. Woodward, Ottowa, Ill.; J. L. Feuring, International Paper Co., Chicago, and Congressman Medill McCormick, Chicago.

One of the features of the meeting was a visit to the University of Illinois, where the regiment of 800 men appeared in a parade drill. President Edmund J. James of the University addressed the editors and offered convincing evidence of the fact that the University is 100 per cent patriotic. Dr. James said that if anyone of the editors ever heard a statement to the contrary that he should brand it as a "d——— lie."

A banquet was held Friday evening, which was one of the most enjoyable ever held by the association. Saturday the editors visited the U. S. Aviation Field at Rantoul.

Resolutions were unanimously adopted upholding President Wilson and the Government in the conduct of the great war, and the assiciation voted to join the National Editorial Association, without a dissenting voice. The dues were increased from $2.00 to $3.00 a year, the payment of which will include individual membership in the National Editorial Association and a year's subscription to the Illinois Publisher.

The following officers were elected: S. P. Preston, Gillespie, President; Benjamin S. Herbert, Chicago, First Vice-president; Paul Goddard, Washington, Second Vice-president; I: S. Dunn, Divernon, Third Vice-president; B. E. Pinkerton, Monmouth, Treasurer; H .L. Williamson, Springfield, Secretary; H. U. Bailey, Princeton, and J. M. Page, Jerseyville, Legislative Committee; Jno. M. Sheets, Oblong, Charles B. Mead, Geneva, and L. R. Murray, Mazon, Executive Committee.

* * *

Eastern Illinois Country Publishers' Association

The Eastern Illinois Country Publishers Association held their regular quarterly meeting at Tuscola Friday, May 2nd.

Editors M. E. Bigelow of the Tuscola Journal and C. W. Wilson of the Tuscola Review were hosts to those present.

A splendid dinner and supper were served the representatives at the Hotel Douglas. The afternoon and evening was given up to an exchange of ideas relative to the newspaper business. The visiting newspapermen were given an automobile ride around the city and also on the paved road east of the city. Those present were Harry Kendall, of the Mattoon Journal-Gazette; F. A. Feare, of the Paris Beacon; John Healey, of the Arcolian; F. F. Collins, of the Arcola Record-Herald; H. M. Rigney, of the Arthur Graphic-Clarion; L. T. (Nixie) Yeargin, of the Oakland Ledger; C. W. Wilson, of the Tuscola Review, and M. E. Bigelow, of the Tuscola Journal.

Besides these representatives, C. A. Chapman of the Mergenthaler Linotype Co., "Brown" Rutherford, of the Tuscola Review, and Miss Ruth Moore, of the Tuscola Journal, were invited guests at the dinner.

The most interesting part of the program was the story told by Harry Kendall, of the Mattoon Journal-Gazette. Mr. Kendall recited his many valuable experiences while engaged in the newspaper business. All were greatly benefited by what he had to say.

The next meeting will be held at Paradise Lake, near Mattoon, Ill., and will be in the nature of a basket picnic, with the wives of the members present.

Since Editor W. G. Carey of Kansas has been unable to attend to business, Editor F. A. Feare of Paris Beacon, Paris, Ill., has been made President of the Association.

* * *

Southern Newspaper Publishers' Association

The Southern Newspaper Publishers' Association will hold its annual convention at Grove Park, Inn, Asheville, N. C., on July 8, 9, and 10. The Southeastern Advertising Agency Association, the Association of Southern Advertising Agencies, and the Southern Council of the A. A. A. A. will hold their conventions in Asheville at the same time. An invitation has been extended to the publishers of the leading farm papers of the South to meet one day of the convention with the Association of Advertising Agencies.

Northern California Editorial Association

A thoroughly interesting and lively meeting of the Northern California Editorial Association was held at Woodland on April 27th with a program of entertainment extending over the following day. It was voted the best meeting yet held by the association; every moment of the entire two days sizzled with activity. From the opening session on Saturday morning until the party broke up at Davis on Sunday evening, the only cessation of activity and enjoyment was for a few hours' sleep.

The town of Woodland did itself proud, and W. F. Mixon, as head of the local committee, had the enthusiastic support of his people in preparing the entertainment. He was ably assisted by Fred Shaffer, publicity man for Yolo county; C. R. Wilcoxon, mayor of Woodland; G. H. Hecke, state commissioner of horticuture; Ed E. Leake, editor of the Democrat, of Woodland, and others.

The officers of the association are: F. G. Dunnicliffe, of Dixon, president; George Mansfield, of Oroville, vice-president; John S. Chambers, secretary, and Alden Anderson, treasurer, all of whom were present at the meeting. F. G. Dunnicliffe, the president, presided.

Charles McIntyre, of the Pacific Printer and Publisher, read an excellent paper on "Creative Advertising," pointing out many ways by which new business may be had. His paper was considered the best of the convention and ordered printed for distribution. The rest of the program consisted of an address on "University Journalism Course," by G. G. Weigle of San Francisco Examiner; "Selling Space," A. W. Gluckman, Marysville Appeal; "Printing Costs," L. F. Telfer, state printer; short address by John S. Chambers, state comptroller. Dr. Parker gave a lively talk on the dental amendment, one of the important features of which will allow dentists to advertise.

Resolutions were passed indorsing membership in the National Association, the zone system of postal rates, closing up of saloons during harvest, rejecting a resolution for the importation of Chinese labor.

An invitation was extended from the people of Oroville to hold the next meeting in that town. The invitation was extended by George Mansfield, vice-president of the association. The date will be announced later.

* * *

Texas Press Association

More than two hundred members were in attendance at the thirty-ninth meeting of the Texas Press Association, held at Ft. Worth.

Patriotism and the business of winning the war in a hurry were the chief topics of every address, and for entertainment almost the entire convention visited Camp Bowie, the large cantonment near Ft. Worth, and Camp Everman, the aviation field. There were other affairs, too, such as banquets, "Hooverized," of course, boat rides, automobile rides, etc.

Miss Mamie Wynne Cox, of Austin, editor of the Press Bulletin, the official organ of the Texas Press Association, announced that at the request of Dean Will H. Mayes, of the University School of Journalism, she had presented the files of the Press Bulletin to the School of Journalism for a reference work.

One of the interesting features of the convention was the awarding of the cash prizes amounting to $100 in gold for the best printed weeklies in Texas. The prizes were offered by the Mergenthaler Linotype Company, and the award was made by a committee consisting of Harry Kock, chairman; Dick Harris, and Ralph Shuffler. The awards were as follows:

First prize, the Vernon Record, published by Nichols, Brown & Co., $50 in gold; second prize, Denton Weekly Record-Chronicle, published by Bob and Will Edwards, $30 in Gold; third prize, Clarendon News, published by Sam Braswell, $20 in gold; fourth prize, Sulphur Springs Gazette, published by J. A. Rhodes and O. B. Briggs, $10 in gold.

Honorable mention was given the following, in the order named:

Hopkins County Echo, Sulphur Springs, J. S. and E. Bagwell; McAllen Monitor, Isidor Moritz; Weatherford Democrat, R. K. Phillips and H. A. McEachin; Lubbock Avalanche, J. L. Dow, and Haskell Press, Sam A. Roberts.

There was presented to Governor Hobby by Henry Edwards of the Troup Banner, in behalf of many of his friends "an excellent piece of engraving" in the form of a Liberty Bond. A chest of silver was presented by the association to the retiring president, Sherwood Spotts, and a beautiful fan to Mrs. Spotts by the mascot of the association, Miss Elizabeth Elaine Harrison.

At the concluding session, San Antonio was selected as the next meeting place, and the following officers were elected:

President, Harry Koch of the Quanah Tribune-Chief; vice-president, Sam Fore, Jr., of the Floresville Chronicle-Journal; secretary, Sam Harben of the Richardson Echo (re-elected); attorney, Charles E. Gilmore of Wills Point; essayist, Miss Irene Davidson of the Denton Record and Chronicle; orator, George Waverly Briggs of St. Louis; poet, Miss Margie Neal of the Carthage Register. Lee J. Rountree and Tom B. Lusk were re-elected as members of the board of directors.

* * *

Pennsylvania Publishers Hold Conference

An important conference of newspaper publishers, representing cities outside Philadelphia and Pittsburg, was held in Harrisburg, in May, to consider vital conditions now confronting the newspaper industry.

E. J. Stackpole, of the Harrisburg Telegraph, was elected chairman, and W. L. Taylor, of the York Dispatch, secretary.

A committee was appointed to secure voluntary subscriptions from publishers not members of the A. N. P. A. for the news print fight now being conducted in behalf of the newspapers by the A. N. P. A. committee. A committee comprising Messrs. Miller, of Allentown; Johnston, of Altoona; Thompson, of Carlisle; Carpenter, of Lancaster; and Graff, of Williamsport, was appointed to collect information regarding the effect of changes from one to two cents per copy and submit their findings to all States publishers.

The publishers considered the suggestion of organizing a bureau for State publishers for the purpose of acquiring and disseminating information of value to the industry.

* * *

Nebraska Press Association

The Fontenelle Hotel, Omaha, has been chosen as headquarters for the midsummer meeting of the Nebraska Press Association, June 20, 21, 22.

* * *

National Press Club

Lord Reading, new British Ambassador to the United States, spoke before the National Press Club, at Washington recently. Lord Reading said in part:

"But let us beware of false optimism; therein lies grave danger. The issues are immense, and the efforts must be proportionate. We must look facts steadily in the face, neither be too elated by a momentary victory, nor depressed by a temporary defeat, but keep our attention steadfastly concentrated upon our aim, allowing nothing to deflect us from our purpose, prepared to bring all that may be necessary by way of sacrifice to the altar of our common cause, until the victory of a just and lasting peace has been secured."

* * *

Denver Press Club

There were a hundred members present at the recent annual breakfast of the Denver Press Club, marking the

inauguration of the new president of the club, Robert G. Seymour, of the Denver Post.

Mr. Seymour is well known in newspaper circles all over the country and has served at various times on the editorial staffs of the New York American, Chicago American, Rocky Mountain News, Denver Times and Denver Post. For the last six years Mr. Seymour has been news and telegraph editor of the Post. At one time he was manager of the Denver bureau of the International News Service. He is a member of the Delta Kappa Epsilon fraternity, wears the Phi Beta Kappa key bestowed by Chicago University of Pennsylvania law school.

Other officers of the club are Warren K. Boyer of the News, vice-president; Charles MacAllister Wilcox, treasurer; Howard D. Sullivan, secretary and manager; J. A. McNeel of the Post, Lee T. Casey of the Times, J. W. Preston of the News and Jerome Strauss of the Express, directors.

* * *

Michigan Press and Printers' Federation

The annual meeting of the Michigan and Printers' Federation was held at Lansing May 23, 24, 25. Every country newspaper publisher was invited to attend and many responded. Every angle of the newspaper game was discussed.

Several prominent men addressed the various meetings and Lansing printers and publishers provided interesting entertainment for the visitors. W. E. Blake of Scottsville is secretary of the weekly section of the federation.

* * *

Wisconsin Publishers' War Conference

Friday afternoon and Saturday, July 26th and 27th, have been selected as the dates for the war conference for printers and publishers to be held by the Wisconsin Federated Printing and Press Associations at Oshkosh.

The original plan of a one-day meeting only has been changed to include one-half day more. The speaker of national reputation will be put on the program for Friday night. The banquet has been changed to a dinner at noon Saturday. The remainder of the program will be taken up with the various war problems of the industry by leaders in the craft.

The tentative program of the war conference will be completed soon, it is expected, by the conference committee, President George Harrington of the Wisconsin State Franklin Club, F. A. R. Van Meter of the Wisconsin Press Association and J. L. Sturtevant of the Wisconsin Daily League, and Federation Secretary, R. G. Lee.

* * *

Central Wisconsin Press Association

The fourth annual meeting of the Central Wisconsin Press Association was held recently at Grand Rapids.

Secretary of State, Merlin Hall, publisher of the Black River Falls Journal, gave an address on "The Zone System of Postal Rates," which was followed by a general discussion of the subject. The association went on record as not favoring the new law.

The following officers were elected: John Glennon, Stevens Point, president; L. A. Down, Iola, vice-president; B. E. Walters, secretary and treasurer.

The summer meeting of the association will be held some time in July at Waupaca.

* * *

Chicago Women's Advertising Club

The Chicago Women's Advertising Club at its annual meeting elected the following officers:

President, Helen E. Carter; 1st vice-president, Mrs. Eliza Kleinsorge; 2nd vice-president, Mrs. Clare Langan; recording secretary, Mrs. Irene S. Sims; corresponding secretary, Miss Mary Crowley; treasurer, Miss Dorothy Nagel; historian, Miss Grace Leiniger; committee chairmen: Publicity, Miss Elsie B. Johns; membership, Miss Ida Pines; program, Mrs. Eliza Kleinsorge; social, Mrs. Florence H. Rose; vocational, Mrs. Olivia B. Strohm; extension, Mrs. M. E. Jones.

The last meeting was held at the Projection Rooms of the Mutual Film Company, where the exploits of Terry Ramsaye were shown on the screen, and Charlie Chaplin was studied from advertising standpoint.

Mr. Homer J. Buckley will address the next meeting June 5th, on the California Convention. Enthusiasm for this annual "pepper-up" meeting is spreading. Chicago women will attend, although no numbers are at present available.

The Club plans at a near date to go week-ending at the Sand Dunes, as "Know Chicago and Its Environs" is one of the Club's mottoes.

The Club members participated in the recent Thrift Drive and were very successful in lining up not only pledges but in making large cash sales. They have lent their services as a Club to the Women's Committee for War Savings.

* * *

New England Women's Press Association

At the annual meeting of the New England Women's Press Association, held at the Twentieth Century Club, in Boston, the following officers were elected: Grace M. Burt, president; Itta Allen Fellner, 1st vice-president; Isabella A. Potter, 2nd vice-president; Erminie Day De Blois, recording secretary; Marie A. Moore, corresponding secretary; Wegia Hope Hall Tracy, treasurer; Edith M. Blanchard, auditor; Rose Posse Strong, chairman program committee; Cora Antoinette Wood, chairman reception committee; Katherine L. Wright, chairman finance committee; Anna E. F. Anderson, chairman visiting committee; Emily A. Ransom, chairman journalists' fund, Grace E. Cross, M.D., chairman hospital bed fund.

* * *

Virginia Press Association

The annual meeting of the Virginia Press Association will be held this year at Roanoke, beginning July 18th. An interesting and instructive session is promised.

* * *

Inland Daily Press Association

The meeting of the Inland Daily Press Association held in Chicago, May 21st, was the means of drawing to that city some of the most prominent men of the present day in America for the discussion of topics of interest to newspaper-makers and the country in general.

Daniel R. Forgan, president of the National City Bank of Chicago, spoke on "War Finances." J. R. Hamilton, now of Chicago, for years advertising manager of the Wanamaker stores in Philadelphia ,told of "The Value of Illustrations in Newspaper Advertising." Joseph R. Finley, of New York, advertising manager of the Philadelphia Record for a number of years, talked on the subject of "Foreign Advertising—Special Representatives and Advertising Rates." Postal matters, reports of the committee at Washington on this subject, of those who attended the A. N. P. A. convention, and various other subjects, were heard.

* * *

New York Master Printers' Association

A most important meeting of the New York Master Printers' Association was held recently at the Grand Hotel, New York.

The referendom vote on the long price list was announced and out of 209 eligible to vote, 128 affirmative votes were received, with no negative ones. At the sug-

tion of the business manager it was decided to give those who failed to vote another chance, so that the action might be as unanimous as possible. The fact that no opposition developed shows that the printers are a unit for the long price list.

The Cost Commission announced that a plan is under consideration for improving cost conditions, which will be submitted to the association at an early date. The business manager announced that a new credit scheme had been effected, and that by arrangements with a credit rating organizations in the city reports on any of 120,000 business houses can be obtained in twenty-four hours. This is in addition to the big fund of credit information already collected by the assocation.

C. Frank Crawford spoke in favor of the movement to standardize catalog sizes, and upon his motion the association voted to go on record as favoring this movement, and appointing Charles Francis as a representative of the association to attend the conference on standardization to be held in Chicago.

There was a report on the membership drive which was conducted recently, and during the meeting eleven new members were elected, bringing the membership well over the 500 mark.

The boosting of the War Chest was due largely to the talk given by M. J. Pendergast. Mr. Pendergast made a stirring plea, and asked every man present to pledge himself to give the sum of $25 a year to the fund, in installments of $2 per motnh. A very large number responded at once, and many more signified their intention of doing so. Several other members spoke of the need of supporting this worthy object, and it seems certain that the regular income of the fund will be boosted considerably.

George M. Ritterband made an eloquent plea for the padding of waste paper, for the use of the Red Cross and other patriotic organizations. He told of the great need of scratch pads of this nature, and said that his firm was making up 5,000 per month for the Red Cross. He offered to take charge of the distributing of the pads, and anyone wishing to aid in this work need only send their name and address to Mr. Ritterband with the information that they have some pads, and his auto will call for them.

Charles Francis spoke a few words in behalf of the Rev. David Hughes, the eloquent talker who so stirred the Master Printers at their April meeting. Mr. Hughes is in financial difficulty, Mr. Francis said, and has given every cent he owns, and has mortgaged his house, in his efforts to do his part toward winning the war. Mr. Francis suggested that a fund of $500 be made up for Mr. Hughes, and several contributions were immediately sent in.

NEW DIRECTOR OF ADVERTISING FOR CHALLENGE MACHINERY COMPANY

Mr. A. W. Michener is the new director of advertising for the Challenge Machinery Company of Grand Haven, Michigan. Mr. Michener is well known in Chicago and the central west and is founder of the Review Printing and Embossing Company of Chicago and a very active member of the Chicago Ben Franklin Club.

In 1912 Mr. Michener sold out his interest and joined the Baker-Vawter Company, installing a finely equipped commercial plant of which he was manager for several years. The company decided to discontinue the commercial printing business and devoted all of its efforts to building up the loose-leaf section of the business, and closed the Chicago plant. Mr. Michener then became factory superintendent of George E. Cole & Company, remaining with that firm for two years.

COMPOSING ROOM NOTES

A quick method of tying string which leaves the skein readily accessible is as follows: Wind the string about the first and small fingers of the left hand and when the end is nearly reached make a small loop about the first finger. While holding this loop down down with the thumb and finger of the left hand, pass the string with the right hand back of the left and over the skein, thence thru the loop referred to. Now draw the second "loop" thru the first, being careful not to draw the end of the string clear thru and there will be formed a neat skein with a free end, yet one which will never snarl or lose its shape.

No doubt you have in your composing-room, among the wood type, bad, grainy letters caused from rough treatment, lye water or moisture. I have discovered a means of making old, grainy letters as smooth as when they first came from the type maker. I have tried it on all the wood type in our shop, and it is the only thing that does the work and preserves the type. It is simply this: Get a small amount of shellac and a small brush; go over the face of the type with two coats and you will have the face of the letter as smooth and as level as a piece of glass. Shellac, as you know, dries as fast as it is put on and it will not come off.

Compositors, pressmen, binders and workmen in other branches, it is to your interest to register with the Employment Department of the United Typothetae of America so that you may best be served. No charge is made for this service of which many employes have availed themselves.

Logotypes of the new Typothetae emblem will be furnished free of charge to all members of the organization. This emblem adds greatly to the appearance of stationery and is recognized among the purchasers of printing as a mark of highest integrity.

ONE PUBLISHER WAKES UP

A Wisconsin publisher who raised his subscription price and his advertising rates twice all within a year and turned his business into a dividend payer to the extent of $2,500 for the year is a report coming to R. G. Lee of the University Extension Division in his work of installing cost systems for the publishers and printers of the state. This publisher got busy when his cost records showed him that his newspaper, despite a liberal patronage, lacked $118.40 of meeting the cost of production on 52 issues. He saw that he had not only lost $118.40 in money paid out, but in addition the profit of $1,172.48 which he should have had. The total cost of producing the 52 issues was $4,689.92, or an average of $90 per issue. The paper is eight pages, all home print.

WHAT "THE LIVE WIRES" IN THE PRINTING-PUBLISHING INDUSTRY SAY

Educate Readers to Appreciate Increased Costs —By John O. Taft, Circulation Manager the Binghamton (N. Y.) Republican-Herald.—

Labor costs have increased nearly 40 per cent in the last ten years. It is safe to say that costs have doubled in every department.

The day of the penny newspaper is past and papers in all parts of the country have increased their rate.

The Republican-Herald was sold for years at $3 per year by mail. Early in September, it was decided after a conference with the Binghamton Press, to increase its mail rates to $5 per year. It was a big increase, but a big increase was necessary to meet the steadily increasing costs.

An educational and publicity campaign was mapped out, which included advertising, both display and readers, editorials, news articles and circular letters. A series of news articles was prepared to be printed at different times early in the campaign, pertaining to the increase in cost of production and increase in the second-class postal rate. Stories about the way in which the Associated Press gathered its news and the cost, etc., were printed, and editorials showing the way costs had mounted during the last ten years were used.

In general the articles were intended to educate the public and pave the way for the big announcement which came in November.

This announcement was in the nature of a big display advertisement and news item. It carefully explained the reasons for the advance and the necessity for it. In this announcement, we offered to accept subscriptions at the old rate for any period up to January 1, 1919, if paid any time before January 1, 1918. We carried this offer in every subsequent advertisement and we believe that this one feature had more to do with the success of the plan than any one other thing.

Following the first announcement came a series of display advertisements which were run almost every day until January 1, 1918, at which time the advance in price was effective. In addition to the advertisements several circular letters were sent to every mail subscriber. These were sent out every two or three weeks and covered fully our reason for making the advance in price. They contained the offer to accept subscriptions at the old rate if paid before the advance was effective. The circular letters are a very important part of the plan.

One slight error was made in our plans. We announced that subscriptions would be accepted at the old rate for any period up to January 1, 1919, if paid before January 1, 1918.

It can be readily seen that many subscribers would take advantage of the old rate. It is safe to say that at least sixty-five per cent of our mail subscription accounts expire during the last of December or on January 1, 1919. It was suggested that a better plan would have been to allow payment for one year in advance of their date at that time. This would have spread the expirations over a year instead of one month.

The suggestion, however, came too late. We do not anticipate any real difference in the final results. It would, however, have made the work easier and less money to refund as many people sent money for a full year's subscription. It was necessary to return all over the period up to January 1, 1919.

The success or failure of any plan rests with the amount of publicity given it and with the preliminary work and educational articles. Both the Binghamton Press and the Republican-Herald are entirely satisfied with the results of their campaign, for both have gone through so far with a very small loss.

Of course, it remains to be seen just how many fail to renew at the increased price. The result of this depends to a great extent on the effort put forth to secure renewals."

This a day of Opportunity for Newspapers.— By Melville E. Stone, General Manager of Associated Press.

"There has never been an hour when obligation and opportunity so knocked at the door of the newspaper man as now. Great things are doing in the world. Are we prepared or shall we weep until our dying days because of our unfitness for the task set for us?

"Our equipment for our work must needs be important. The editorial office in our form of government is one of very great responsibility. I am not sure that it is not the most important office in the land. As to the clergyman—and, believe me, the son of a sainted Methodist minister, I would not detract from the sacred worth of the cloth—yet you must bear in mind that your pastor speaks to a few hundred people twice a week, while your editor speaks to thousands every day. Your physician and your surgeon cares for your body. Your body is after

all of comparatively little value. Your lawyer's place is a high one. He aims to keep pure the stream of justice. The work of your college professor is of inestimable value. Yet, measured by the extent of his influence, the journalist may, if he will, outrank them all.

"And whether he does or not depends altogether upon his own appreciation of his duties. People are usually taken by the public at their own valuation. So, if the publisher of a newspaper chooses to be a mere merchant, he must not complain if the public respect for him is distinctly limited. If his only mission is to make money, or, if for that end, he elects to become a mere entertainer, he must remember that public monuments are not erected for Merry Andrews.

"In the great struggle in which all are engaged the editor who falters or whose last word is tainted with cowardice or disloyalty should be shot. The gravity of his offence must be measured by the reach of his power for good or evil.

"The consequences of this war are more far-reaching than many people imagine. The world is topsy-turvy today. We are really face to face with two enemies—autocracy and anarchy. We are sailing between Scylla and Charybdis. The horror of the hour—the possibility that, by a stroke of the pen, the German Kaiser would call to arms his millions of men and enlist them in a campaign of savagery before which the old-time barbarians of the Fiji Islands would pall with shame, is unapproached unless it be by the unbridled lawlessness of the Russian mob. These are serious times. The hope of the world lies in what the French so aptly call the 'juste milieu'—a cause midway between the rule of a single tyrant and the rule of an unrestrained mob. To achieve this end, to prevent the pendulum from swinging to either extreme, to save civilization from the destructive force of either autocracy or anarchy, we must meet the onset with every last atom of energy and every last drop of blood. To educate the people that a yawning hell awaits us if either of the fiendish elements on either side of us has its way, there is no power equal to that of the press.

"It is no time for trifling. We have made mistakes, but that water is, thank God, largely over the dam. Let us cease to do evil and learn to do well. Let us look up and not down. Let us look forward and not back. We are fighting to make the world safe for life, liberty, and pursuit of happiness, which, in the language of our immortal Declaration of Independence, are inalienable rights with which all men are endowed by the Creator. Let us every one give the best we have in us. Our present allies have been fighting our battles for nearly four years. They cannot be conquered. They may be murdered. They need our immediate help. The tocsin has sounded! In the phrase of that splendid band of heroes fighting in France today: 'Eu Avant!'"

News Print Economies Bring Satisfactory Results.—By J. David Stern, president and publisher, Springfield (Ill.) News-Record:

"Just a year ago we raised our rate from two cents to three cents for street sales, from ten cents to twelve cents per week by carrier (six issues a week, no Sunday edition). We raised our mail rate from three dollars to three and a half, and our rate to country agents from eighty cents to one dollar, with no returns.

"Probably the most noticeable saving of paper was made when we gave the city routes to boys and made them responsible for all collections. We sell papers to the boys now so that, so far as we are concerned, the papers are paid for before they leave the office. Where we used to lose as high as 15 per cent by poor pay on routes, I do not believe the boys lose 5 per cent. Any publisher in a city of 100,000 will find a vast improvement in his circulation if he gives his routes to his boys. Any subscriber who will hold up a newspaper will pay promptly when he knows the carrier will have to stand the loss. I believe we are saving 15 per cent in paper on our city routes alone by this innovation."

Success in World War Depends upon American Business Men.—By Harold G. Moulton, Editor Journal of Political Economy, Chicago.

It goes without saying that American business men are anxious to assist in every possible way in effecting these industrial readjustments with a minimum of loss. Patriotic impulse alone will lead every American business man to do his part. He merely needs to be shown how he can help most efficiently. But quite apart from patriotism or the possibility of a curtailment of raw materials or transportation facilities there is another reason which should lead business men to make readjustments wherever possible just as quickly as they can. It is inevitable that the nonessential industries will shortly have greatly reduced sales; indeed, in many cases there is already a serious falling off in sales. The reasons why this is inevitable may be briefly indicated.

In the first place the perfect barrage fire of argument as to the necessity of saving that has

been hurled at the American public in recent months is bearing fruit. It is now regarded as unpatriotic not to save as never before in our history.

In the second place it is impossible for the rank and file of the American people to buy Liberty Bonds and spend as usual. If they buy bonds it must be at the sacrifice of accustomed luxuries. Moreover, we are now looking forward to the payment of taxes, and we are making our preparations for this by economizing in our normal purchases. It must be borne in mind in this connection, also, that at a time when the future is so uncertain a great many people are saying, "I had better save all I can now, because there is no telling whether it will be possible for me to save anything in the next few years."

Finally, it must be noted that the rapid rise of prices in nearly every line is forcing rigid economy among the masses. Statistics just published by the Government show that retail prices of food stuffs in the United States are now 57 per cent higher than they were in 1914, while general wholesale prices are 81 per cent higher. Students of the question are unanimous in the belief that prices will continue to rise here throughout the war, just as they have in the nations of Europe. It will therefore shortly be impossible for the masses of our people to devote much of their earnings to the purchase of nonessentials. They will count themselves fortunate if they are able to purchase enough of the necessities of life to sustain themselves in a state of normal efficiency. Already in many cases the pinch of war prices is beginning to mean real privation.

In the light of the situation which we have been discussing it is obviously imperative that business be readjusted to a war basis wherever practicable and as soon as possible. The great problem is, How? There are two attitudes which business men may assume. One is that of "watchful waiting"; the other that of active and constructive effort directed toward conversion of their plants to war manufacture. The former leads to bankruptcy and to neglected opportunity for service to the Government; the latter is the avenue to participation in profits and to effective assistance to the nation in its hour of need. A large number of concerns have already been forehanded enough to divert a portion of their plants to war work; and it is hoped that the facts about these may soon be made generally available. In the meanwhile it may prove suggestive to present here a very brief statement of some of the adjustments that have been made in England. Instead of gramophones, the gramophone company now makes fuses and delicate shell parts; instead of cloth for ordinary clothes, the woolen factory makes khaki; instead of motor cars, the motor-car maker makes shells; glaziers make cartridge-clips; music-roll plants make gauges; infant-food plants make plugs for shells; advertising agencies make shell adapters; watchmakers adjust fuses; baking machinery plants make six-inch high-explosive shells; jewelry houses make periscopes; cream-separator factories make shell primers; and textile machinery firms make field kitchens.

The outstanding need of the time is for the managers and staffs of technical experts in non-war industries everywhere to be studying the problem with the greatest care in order to discover in what ways their plants may be adapted to war production. They should, moreover, actively co-operate with the agencies in Washington which, under the appointment or approval of the Government, are wrestling with the problem of industrial readjustments. On the manufacturing side there is the Bureau of Manufacturing Resources of the Council of National Defense, which is giving its attention to the problem of plant conversion. On the commercial side there is the Commercial Economy Board of the Council of National Defense, which "has undertaken to co-operate wth business men . . . in eliminating needless uses of men, materials, equipment, and capital in all lines of commercial business." Business men who desire to place themselves in line with this movement may very properly enter into correspondence with these agencies. Such correspondence may well have the double result of proving helpful both to the business interests and to the governmental committee themselves. There is opportunity here for some really constructive co-operation.

I think it is not putting it too strongly to say that the outcome of the greatest struggle in history for the rights of a common humanity very largely depends upon the rapidity and the effectiveness with which American business rises to the task before it.

WISCONSIN WAR CONFERENCE JULY 26TH AND 27TH

Friday afternoon and Saturday, July 26th and 27th, have been selected as the dates for the War Conference. The "headliner," a man of national reputation who will speak on "the Printing and Publishing Industry and the War," will be secured for Friday evening. The Conference dinner will take place Saturday noon.

NATIONAL PRINTER JOURNALIST
A JOURNAL for PRINTING and ALLIED TRADES

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CHICAGO, ILLINOIS, JUNE, 1918

OUR AIM AND PURPOSE

The National Printer-Journalist is devoted to the promulgation of information and suggestions that will make for better business in the printing and publishing industry. It seeks to make of the printer-publisher a better business man and of the employee a better workman, whose efforts will co-ordinate those of his superior in the attainment of more substantial success.

Its editorial policy is positively committed to the furtherance of the best interests of those engaged in the printing-publishing department of the graphic arts industry. The National Printer-Journalist seeks to correlate the activities of all associations which have a positive program for the advancement in the high calling of its members. It is determinedly committed to the fighting of iniquitious and harmful legislation. Unfettered by restrictions of any description, it is able to readily lend its influence for the advancement of that particular division of the great graphic arts industry whose interest it has served for a third of a century.

Because of a slowly developing appreciation on the part of newspaper men and printers and publishers generally throughout the country, of the value of co-operation, in the securing of results, there is a revival of interest noticeable in the activities of press and printers organizations.

There is a resemblance between the manifestations of interest on the part of those who profess religion and those who pretend, at least, to have confidence in association work. In time of prosperity and when "the goose hangs high" men lose their hold on religious principles, but when misfortune comes and their faith in themselves is shaken, they once more become "believers."

Attendance upon conventions of the fraternity of late has convinced observers that proprietors of offices great and small throughout the Nation are really becoming concerned about the future of the industry as a whole.

Many of those engaged in the production of newspapers and in the conduct of printing offices are in a precarious position. Some there are who have delayed their re-adjustment to circumstances for too long a time. Others, happily in larger numbers, are thoroughly awakened and are willing to apply every and any suggested remedy.

Trade journals for years have urged members of the craft to study their costs and to increase their prices. Every phase of the question of the right conduct of a newspaper or printing enterprise has given thorough exposition and full elucidation. The readers of the journals have in a large measure benefited by studying the subjects which have been given exhaustive treatment in the magazines.

To a publisher of a trade journal one of the most disheartening things in listening to the proceedings of a convention is the ignorance displayed by speakers of subjects which were worn out years ago by writers for trade journals. In every instance it is noticeable that those who demonstrate their lack of knowledge are not readers of trade journals. Those who will not learn must always suffer the consequences and have none to blame but themselves.

* * *

The zone system of taxing newspapers is receiving a great deal of attention and representatives in Congress are being importuned in a variety of ways to repeal the legislation. So far as local newspapers are concerned there is no question but that the regulation will prove harmless and it may result in the building up of their subscription lists and advertising patronage. The great eastern magazines will be the greatest sufferers and some of them are abundantly able to carry a very considerable burden. The publisher of the small-town newspaper has never had his just deserts, but the trend of events seems to warrant the belief that he is coming into his own.

Standard Accounting System for the Printing Business

Printers will be interested to learn that the United Typothetae of America announces that a Standard Accounting System has been devised to interlock with the Standard Cost System. The Committee on Education of the United Typothetae of America, after many months of constant endeavor in which expert accountants were consulted, is responsible for the perfecting of this accounting system. The result, as can be imagined, is that the United Typothetae of America feels a sense of pride in being able to present to the printing business an accounting system of real merit. A full and comprehensive treatise has been prepared in pamphlet form, and this with a complete set of the blanks (actual size) bound in book form may be purchased from headquarters, United Typothetae of America, 608 S. Dearborn Street, Chicago, Ill.

NEWS NOTES FROM THE UNITED TYPOTHETAE OF AMERICA

THE May issue of the Typothetae Bulletin is full of interesting reading matter, particularly the report of the meeting of the Executive Council of the organization. Each month this official publication of the United Typothetae of America carries a message of National organization activities to its members which is of real importance to them and they should not neglect to read carefully every page for it is to their interest to do so.

* * *

The Employment Department at National headquarters, United Typothetae of America, is conducted for the purpose of placing employes in touch with positions in the various sections of the country, and therefore urges compositors, linotype and monotype operators, feeders, pressmen, bindery help, in fact, all employes in the printing trade, to register with the National Employment Bureau if they are seeking a change. Persons out of employment can be quickly placed in desirable positions through this Bureau. No charge is made for the service. Address communications to United Typothetae of America, 608 South Dearborn Street, Chicago, Illinois.

* * *

The ever increasing sale of the Standard Price List issued by the United Typothetae of America, is an indication of the value of this book to the printer. The fact that it is in loose-leaf form enabling additions and revisions to be made from time to time, makes this a most desirable price book and is worthy of consideration among those printers who are not well acquainted with it. Full particulars will be furnished regarding this price book to those who will write the National office.

* * *

The study of plant output is being given serious consideration by the members of the United Typothetae of America, and the book Classification of Bindery Operations and Operation Numbers is helping printers and binders in their study of the problems of production.

* * *

Those members of the United Typothetae of America operating the Standard Cost Finding System, who have not yet sent in their statement of cost of production for the past year are urgently requested by the American Printers Cost Commission to do so promptly so that no more time will be lost in making up the Composite Statement of production for the year 1917. This is an urgent matter and of utmost importance to the printing industry and delinquents should make an unusual effort to compile their statement and send it to National headquarters.

* * *

Field Activities

Organization activities are increasing throughout the entire country. Daily letters are being received at National headquarters United Typothetae of America from printers in all sections, stating that they are anxious of forming Typothetae associations, for they realize that only through a constructive organization plan will they benefit individually and collectively.

The organization is endeavoring to meet this demand among printers through its increasing staff of field organizers, and very satisfactory results are being obtained where the field men are active.

* * *

Representatives Miller and Noyes have been busily engaged in Cincinnati for the past few weeks, and Secretary Borden has also spent some time in that city assisting the printers in building a permanent Typothetae organization.

* * *

Representative Colton is carrying out a definite constructive organization program in Toledo and it is expected that this city will soon have a very strong Typothetae association.

* * *

Representative Stuff is bringing organization matters to a definite head in Portland, Oregon, where he has spent the past several weeks in forming a local Typothetae which, from all indications, will be one of the strongest in the far west.

* * *

Cost Accountant McGlaughlin, after spending some time in several of the small towns in Illinois, is now actively engaged in assisting the members of the St. Joseph Valley Typothetae of Indiana with the installation of the Standard Cost System in the plants of every member of that association.

* * *

Cost Accountant Fillmore, who has been located at Nashville, Tenn., for the past few weeks, has been transferred to the east, where he is carrying on cost accounting activities at Trenton, N. J.

Cost Accountant Stops, who has been recently added to the staff, is located at Nashville, Tenn., in behalf of the cost work in that city.

* * *

Assistant Secretary E. E. Laxman resigned his office with the National organization on May 1st, and entered the printing business as a member of the Rook Printing Company, having acquired an interest in the firm. Mr. Laxman has been in organization work for several years and in entering the commercial field has the best wishes of his many friends in the Typothetae.

* * *

A window sign (decalcomania) of the Typothetae emblem which adheres to glass, is transparent and indestructible, may be purchased by members of the United Typothetae of America, from headquarters of that organization. This sign is in colors, 12 x 8 inches in size and is sort of a transfer which may be placed on the show or door window of the business office. It is a splendid method of letting the public know that the concern displaying it is a member of the National association of their business. Members may order through local Typothetae or direct from the United Typothetae of America, 608 S. Dearborn Street, Chicago. The price is 50 cents each.

* * *

The School of Printing summer courses begin on June 24th, and continue over a period of six weeks to August 2nd. Write for full particulars regarding courses in Linotype and Intertype Composition and Mechanism, Cylinder and Platen Presswork, Typography, Color, Printing Instructors, Cost Accounting, Estimating, Design and Layout and Paper. Address Superintendent T. C. McGrew, 1500 E. Michigan Street, Indianapolis, Indiana.

* * *

Secretary Borden has spent considerable time the past month away from National headquarters. He has visited Cincinnati, South Bend and Toledo, where meetings have been held in the interest of National and local Typothetae activities. On May 25th at Lansing, Mich., Mr. Borden addressed the convention of the Michigan Press and Printers Federation.

NEBRASKA EDITOR ENTERS POLITICS

Mr. Ross L. Hammond, editor of the Fremont Tribune, announced his candidacy for the Republican nomination for United States Senator at Fremont, Nebrasaka, on May 26th. Mr. Hammond is one of the most successful printers and publishers in the state of Nebraska, and has a wide acquaintance among the members of the National Editorial Association. A great many newspaper men are rallying to Mr. Hammond's support.

CLAIMS INVENTION OF NEW WRAPPING DEVICE

Mr. C. W. Murphy, Managing Secretary of the Chamber of Commerce, Champaign, Illinois, explained to the editors attending the Illinois Press Association Convention that he had invented a wrapping device for newspapers. By the use of his invention, Mr. Murphy says that paste may be spread upon a large number of wrappers at a time and they may then be folded over the papers quickly and with no necessity for going over the "bunch" a second time. Mr. Murphy says that any one may make the contrivance, but thinks that he can put it on the market at a profit for about five dollars.

NEWSPAPER EDITOR CANDIDATE FOR CONGRESS

Mr. Ola M. Levang of the First Minnesota District, publisher of Levang's Weekly at Lanesboro, Minn., is a candidate for Congress and is making a vigorous campaign. His literature is thoroughly Levangesque and leaves no doubt as to the candidate's Americanism. Among other trite phrases that are getting the attention of the voters of the First District are these: "If you want a representative whose one desire is to continue the war until German militarism is wiped off the face of the earth and who believes in sacrificing, if necessary, the last man and the last dollar, to attain such a result, vote for Olaf

MR. OLA M. LEVANG

M. Levang." He favors the unqualified support of the Government in the conduct of the war; no peace with Germany until world peace can be secured; a real tax on excessive war profits; not to be more tender with our dollars than with the lives of our boys; relentless prosecution of war profiteers, big ones as well as little ones; national prohibition." Newspaper men of the North Star State are supporting Mr. Levang with a good deal of enthusiasm and the likelihood of his election is conceded by many who are most familiar with the situation.

MANUFACTURERS' NEWS

The Dexter Folder Company has made a valuable contribution to the industry by the production of a booklet, "The 28 Standard Booklet and Catalog Sizes," which gives the sizes that cut, print and fold without waste from the seven sizes of stock that are now considered standard. The booklet is most interesting, for it calls attention to the waste involved in the use of other than standard sizes and emphasizes the economy of standard sizes for advertising literature. Those who are interested in this most important subject should address the Dexter Folder Company at 200 Fifth Avenue, New York, for a copy of the booklet.

The Triumph Manufacturing Company of Kansas City, Mo., is issuing attractive literature descriptive of the Powers Mitering and Typehi Machine and the Acme Vibrator. If the claims made for either machine can be proved the manufacturers ought to secure sales from readers of this magazine.

Sinclair & Valentine Co., with main offices at 611 West 129th Street, New York City, announce that they now have eighteen stars in their service flag. The different branches of the service in which the company now has representatives include Field Artillery, Engineering, Aviation, Infantry, Coast Artillery, Navy, Hospital Unit, Gas Defense and Ordnance. This company has gone on record as approving "any measures which prevent waste, dissipation of finances, materials or effort," and after the announcement had been made, Mr. Carl Hunt, Director Extension Department Associated Advertising Clubs of the World, assured the company that it was "a splendid program."

For the duration of the War, the Sinclair & Valentine Company will discontinue their down-town branch but will redouble their efforts for furnishing prompt deliveries and best possible service from the headquarters at 611 West 129th Street.

Printers and publishers who are not already satisfied with the method of computing payroll payments, should obtain a copy of "Benedicts Wage Tables." The method is entirely different from others that have appeared and the wage tables are probably the best time and money-savers ever offered for making up pay-rolls. They are more convenient than a book, cover more fractions of time and rates of pay than any other wage tables.

It is a simple loose-leaf device, consisting of 48 cards, 2¼ x 4 inches, printed in two colors, covering 96 rates of wages from $3 to $50 per week, and giving the amount due for 5 and 6 minute periods up to a full week, and for overtime—at time and one-half—up to 9 hours.

Only one rate of pay can be seen at a time. Mistakes are practically impossible.

The price of the Tables put up in a neat case is $2.00. Apply to the Globe Engraving & Electrotype Co., 711 S. Dearborn St., Chicago, Illinois, for copies of the tables.

Here is a firm that does translating and printing in 32 languages. Printers and publishers who have customers who advertise in foreign languages will get the best of service by communicating with the Foreign Languages Translation Bureau, First National Bank Building, Chicago. Mention the National Printer-Journalist when writing.

The Wanner Machinery Co., of 703 S. Dearborn St., Chicago, Ill., have been advertising the surplus machinery of the Chicago Sales Book Company. The material includes Job Presses, Stereotype Machinery, Wire Stitchers, D. C. Motors, Stereotype Chases, Composing Room and Miscellaneous Machinery. All of the machinery and equipment offered for sale has been used up to the present time.

The Wanner Machinery Co. carries a very large stock of Cylinder Presses, Gordons, Stitchers, Proof Presses, Folders, Punches, Binding and Miscellaneous Machinery, and any printer or publisher who is in the market would do well to communicate with this old and reliable house.

The Duplex Printing Press Co., of Battle Creek, Mich., has issued some very interesting literature of late in regard to the merits of Duplex presses. The outstanding characteristics of the two booklets received are reproductions of the front pages of the newspapers that have been produced on Duplex presses below which are testimonials, all the owners being very enthusiastic in their praise of their machines. The Recorder Press of Albion, Michigan, hesitated to buy at first, but in the words of Mr. A. C. Hudnutt, "It's the best buy we have ever made in this office. We believe that the small publisher, like ourselves, can't go wrong on installing one of these presses.'

The Evening Chronicle of Marshall, Mich., gives the following expression: "We are pleased to give the Duplex our hearty endorsement, and recommend it to the country publisher who thinks, as we did, that it is beyond his means. The saving in time and the improved appearance of the paper is found to be ample justification for the investment. The publishers of the Chronicle say: "We think that aside from the convenience of having a press that will print and fold, ready for delivery, it has made us money and practically paid for itself, as we were able to make the payments in just half the time named in the contract."

These are words of praise that will sell more Duplex Presses.

The Berkshire Company, dealers in paper and manufacturers thereof, have offices at 626 Federal Street, Chicago, and are sending out samples of Berkshire Hills Loose Leaf Ledger Stock. The Company announces that it has a full supply of the various sized pages in stock. Some day they may see the advantage of advertising in the National Printer-Journalist so as to reach a larger number of possible buyers. However, if the present reader of this item is interested at this time in securing samples of the largest line of flexible-hinged ledger paper in the country, he would do well to correspond with the Berkshire Company at their Chicago address.

Printers will find the Challenge Rim Steel Galleys about the most convenient and economical all-purpose galley that can be had. They are particularly adapted for storage in steel run cabinets, where the wide rim protects the contents of the galley.

The June calendar of the James White Paper Co., of Chicago, shows a sunrise scene on Lake Superior. This is one of a series of twelve noted American scenes printed in four colors by the Gerlach -Barklow Co., of Joliet, Ill.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order . .

$15,000 PRINTING BUSINESS FOR SALE—All or half interest, in good manufacturing city not far from Chicago. First-class equipment, latest typesetting machine, 2 cylinders, 2 jobbers, bindery, motors, cabinets and the latest faces of type. Has good volume of business, publishes two magazines, factory catalogues, circulars and commercial work. $40,000 worth of local printing, little competition. Must sell quick as owner will accept war office, or will sell half interest if desired to good practical man. Half cash, balance on easy terms. Address, P. B., National Printer-Journalist.

NEWSPAPER WANTED IN CITY OF FROM 3,000 to 10,000, weekly or small daily. No objection to run-down paper if good field. Might consolidate two small papers? Must be priced low for spot cash. Prefer one with poor plant, because owing to consolidation I have a first-class plant on hand, linotype, presses, type, etc. Address, N. W., National Printer-Journalist.

NEWSPAPER FOR SALE—One of the leading county seat weeklies of Northern Kansas for sale. Annual business, $12,000. A. E. X., care National Printer-Journalist.

A COLD SIMPLEX STEREOTYPING OUTFIT produces finest book and job plates, and type is not in danger of ruin by heat; also easy engraving method costing only $3.00 with materials, by which engraved plates are cast in stereo. metal from drawings on cardboard. ACME DRY-PROCESS STEREOTYPING.—A new process for fine job and book work. Matrices molded in a job press on special matrix boards. Easiest of all stereotyping processes. Catalog on receipt of two stamps. HENRY KAHRS, 240 E. 33d St., N. Y.

THE VAN BIBBER ROLLER CO., 426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

STEREOTYPE MACHINERY—28x38 GOSS POWER, mat roller for motor drive, $350.00.

Ostrander Double Steam Table with gas steam boiler, $80.

10-inch Hand Shaving Machine, $40.00.

Ostrander Power Beveler, $55.00.

1,000 Pounds Gas Melting Pot with hood, $50.00.

Four No. 6 Morrison Wire Stitchers, 2 sheets to 7/8 in., late style with D. C. Motors, $235, without motors, $185.00.

Six Electric Welded Stereotype Chases; size inside, 10 x 16½ up to 16⅜ x 22⅞.

Large Stock Pony, Two-revolution Drum and Cylinder Presses, all sizes and styles, Jobbers, Paper Cutters, and all miscellaneous machinery.

Ask for 35 x 50 Miehle, 41 x 55 Babcock Optimus, 41 x 56 Huber Hodgman, 32 x 46 and 26 x 34 Miehles.

Please tell us us your wants and for sale.

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Strengthen Your Advertising Literature

Our Analytical Advertising Counsel and Sales Promotion Service will improve both your plan and copy, thus insuring maximum profits. Submit your plans or literature for preliminary analysis and quotation—no obligation.

Ross-Gould
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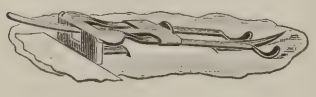

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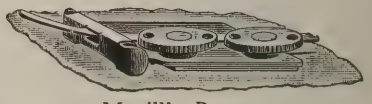

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A JOURNAL for PRINTING and ALLIED TRADES

VOLUME THIRTY-SIX CHICAGO, ILLINOIS, JULY, 1918 NUMBER SEVEN

GREETINGS TO THE MANY NEW MEMBERS AND SEVERAL OLD ONES OF THE N. E. A.

By Guy U. Hardy, President of the National Editorial Association

MR. HERBERT has invited me to extend Greetings to the members of the National Editorial Association through the National Printer-Journalist for July.

I am glad to do so.

Greetings to you all. Greetings and best wishes for a busy, happy and prosperous summer.

I know just about how busy you all are. Same out here.

I got home from the meeting of the National Editorial Association at Little Rock a week ago and found an office full of business and a shortage of help in all departments.

We had a fine meeting at Little Rock and Hot Springs and a very pleasant trip on a special train through Arkansas—across the state three times and into all four corners of it.

We had Arkansas laid out before us like a map and we know the state better now than 99% of the native Arkansawyers within its border.

Those Arkansawyers are a fine, hospitable bunch of people. Long may they live and prosper. They are surely prospering now as never before.

Some of us went on that six days special train trip through Arkansas rather reluctantly. We felt that when we were turned out of the Pullmans on Saturday night we would feel and look and smell like a bunch of Sardines emptied out of the tin. But we didn't. We felt simply fine.

And after sleeping in an upper birth six nights running I became so expert at dressing and undressing in a small space that I feel sure I can take off my clothes in my coffin if I don't like the way I am dressed for the last time.

You can't go to a meeting of any strong newspaper association without getting some benefit from it, and the National Editorial Association is the best and biggest of them all. I always come home from one of these trips with one idea that pays the cost of the trip. I may gather much more, but one good idea alone will more than pay all the cost.

On this trip I developed a little Nerve—a little more Nerve, in fact, for I have always had some.

As I traveled about for three weeks in comfortable Pullman cars with an ethiopian slave at beck and call, at four bits a day, I had an opportunity of doing a little thinking. You can't do much thinking on the job. Things don't always come up to your vision in the proper proportions. You are apt to think too much about those unpleasant things that have pressed up on you and not enough about more important things that modestly hang in the background.

As I looked over my business records at home some figures in a little pocket notebook showed me that last year in our little publishing business, consisting of a Daily and Weekly, we did more business than ever before, over a period of twenty-five years. And another column showed me that our net profit was less than it had been any year for a dozen years.

In talking to fellow members of the N. E. A., I found that ours is no exception to the rule. There are many others in the same boat. But they are all newspaper men and printers.

In other lines men are making more money than ever before in their lives. Merchants are selling on a basis of cost plus profit. Manufacturers are selling on a basis of cost plus war-time profits. Even my bar-

ber who used to hand back a little change from a dollar, the other day handed back a nickel and smilingly and proudly remarked, "We have raised prices."

So far as I have observed the publisher is about the only man of business who is plodding along selling his wares, which cost him from 20 to 50 per cent more in every department, at or about pre-war prices.

It takes Nerve to raise prices in the newspaper business. But some are getting the Nerve. I acquired a little more Nerve at this recent N. E. A. meeting, and about the first thing I did when I got home was to arrange for a meeting of our local publishers to talk over costs and prices. It pays in these modern days to keep in mighty close touch with your competitors.

So if I may include a little advice in with these Greetings—let me say, lock the door of your office some night, to keep the loafers out, and go over your business for some years. Study your percentages of profits. Then seek a meeting with your competitor. Don't be afraid to talk things over frankly with your competitor. He may be made your best business friend in your home town——even if you don't like him very much.

And let me add. If you don't take the National Printer-Journalist, subscribe for it now. Have it come to your home regularly and read it. It is not edited for the benefit of the N. Y. World and Chicago Tribune. It appeals most strongly to the successful small city daily and weekly. It doesn't shoot over your head. You can understand the language it talks in. It tells of business problems you are familiar with.

Another thing—The National Printer-Journalist has for twenty-five years been the official organ of the National Editorial Association. If you read this story you are probably a member of the N. E. A. through a coordinating association. If you are not an old-timer in the N. E. A., you should know more about it. You should know what the N. E. A. stands for. What it is doing to help the publisher of this country in many ways. You should keep in touch with its efforts and work. You will find in The National Printer-Journalist full reports of all meetings and frequent comment on what is being done by its officers and committees. This feature in this excellent journal is alone worth the price of subscription.

So to the many new members of the National Editorial Association and to some old ones, I extend Greetings and best wishes for a prosperous year and advise that you acquire Nerve and cultivate the coöperation of your Competitor, and by all means lend every assistance you can to the efforts of the National Editorial Association.

THE NEW PRESIDENT OF THE NATIONAL EDITORIAL ASSOCIATION

The new President of the National Editorial Association, Mr. Guy U. Hardy, editor of The Daily Record

GUY U. HARDY

of Canon City, Colorado, is a man of distinguished ability and has won a high place in the great mountain commonwealth where altitude is the most conspicuous feature of the landscape.

Mr. Hardy is a publisher by choice and a business man through predilection. Mr. Hardy has lived in Canon City for twenty-five years, and while he has owned a lumber yard and is President and Treasurer of a Building and Loan Association and is interested in other enterprises, he devotes most of his time to the editing of The Daily Record, The Canon City Weekly Record and The Colorado Press, the latter a local publication which is published for the benefit of the members of the editorial fraternity.

Since the war opened Mr. Hardy has been giving most of his time towards carrying on war activities in his own county. He is Federal Food Administrator for Fremont County and is also Director of the Fremont County Chapter of the Red Cross, as well as of the Y. M. C. A. He has taken the lead in raising money for liberty loans and similar campaigns. Mr. Hardy is President of the Chamber of Commerce, Canon City, and is often occupied with the promotion of all sorts of endeavors that will foster local enterprise or that may benefit his city and county.

THIRTY-SECOND ANNUAL CONVENTION OF UNITED TYPOTHETAE TO BE HELD AT CINCINNATI

The Thirty-second Annual Convention of the United Typothetae of America will be held at Cincinnati, Ohio, September 23rd, 24th and 25th, with headquarters at Hotel Sinton. A large attendance is anticipated and elaborate plans are under way for the entertainment of the delegates. Further particulars are obtainable through Joseph A. Borden, Secretary, United Typothetae of America, 608 South Dearborn Street, Chicago, Illinois.

Addresses Delivered before National Editorial Association Convention, Little Rock and Hot Springs, Ark.

June 3 to 10, 1918

AWAKENING AMERICA TO THE FIRE MENACE

By W. E. Mallalieu, General Manager National Board of Fire Underwriters, New York, N. Y.

WHEN Beelzebub, the Second, first began to twist up the ends of his moustache, and to make plans for the day when an enslaved world should be ruled from Potsdam, the important item of public opinion was not overlooked. As a part of the diabolical scheme which drilled armies, organized industry, built railways, and placed German princes and princesses upon the thrones of Europe, there was one feature which for sheer audacity has never been approached. Who else has ever undertaken to raise an entire generation of "cannon fodder," imbued by deliberate purpose with the thought of conquest? We are almost forced to unwilling admiration, for there is true imagination, there is a sort of evil grandeur in the conception of a great nation, created mentally almost from the cradle in order to serve the dictates of a selfish will.

This, however, is not intended as an "appreciation" of Mr. Hohenzollern. These facts are merely cited by way of contrast, since, working from the opposite extreme, an even more remarkable phenomenon has occurred in America within the last few months. It is the transformation of a genuinely peaceful nation into a genuinely warlike nation almost over night.

You have been—some of you—too modest to state the means which brought about this transformation, but all of us realize that the marvelous accord with which the great bulk of the American press leaped into action has had compelling influence upon our individual minds. We have been devouring the newspapers from day to day, as never before; you, on your part, have dealt with the greatest news event in all history, in a way that has made us proud both of your enterprise and of your patriotism. The embattled editors behind their typewriters have been our first line of defense.

The next time that we are tempted to become discouraged over the inertia of the public, let us recall this wonderful illustration. It must convince us that our people possess faculties which only await the right kind of stimulus. It must convince us also that when that stimulus can be applied by American editors working in unison, its effect will be felt by every member of our public.

Now, what has all this to do with the subject assigned to me, that of "Awakening America to the Fire Menace?" It has three bearings, namely:

1. America can be awakened.

2. You editors can do it.

3. America must be awakened to the fire menace; it is a vital matter of war-time importance.

Numbers 1 and 2 may be taken for granted; they are self-demonstrating, but number 3 can stand a little discussion.

America MUST be awakened to the fire menace. MUST is a strong word. It naturally leads to the question, "Why?" There are a great many "whys." There are enough "whys" to make a very strong case even in time of peace, but, of course, every reason must now be subordinate to the one predominant purpose of winning the war—the purpose which overshadows every other consideration in every line of thought and endeavor. I hope to prove to you that the question of fire menace is definitely hindering our war efficiency. It is hindering it not a little, but a great deal. **If unnecessary fires could be eliminated during the next year, I firmly believe that it would be equivalent to adding hundreds of thousands of trained soldiers to our fighting forces in France.** In other words, it would appreciably, perhaps largely hasten our victory. Now this is a somewhat sweeping statement. You gentlemen are not meeting in Missouri, but you are in the next state to it, and it is quite proper that you should ask to be "shown." Let us start then with a a few perfectly demonstrable facts.

One of these is that our Actuarial Bureau is now receiving records of more than fifteen hundred fires upon an average each day throughout the year. This means slightly more than one for every minute during the twenty-four hours. Some of these fires are very large, some are small, but there probably never is a day when the aggregate destruction does not run well up into the hundreds of thousands of dollars; there are days when it reaches into the millions.

There is not one of you gentlemen who does not record in the columns of his journal somewhat frequently the occurrence of fires, and yet these probably have presented themselves as isolated events, since there is no reason why you should visualize them in the mass as we are forced to do.

The other day we dipped into the tremendous stream of reports which pours incessantly through our office, and almost at random extracted these few instances from a single day's records:

Defective flue in a Missouri farm house; damage, $4,081.

Molten glass in a Pennsylvania factory; damage, $80,957.

Careless smoker in New York factory; damage, $20,982.

Careless smoker in a New York printing shop; damage, $13,934.

Careless smoker in a Massachusetts store; damage, $13,200.

Careless smoker in a California distillery; damage, $56,413.

Thawing frozen water pipes by means of a torch in a Connecticut Hotel; damage, $10,750. This common practice is most inexcusable, hot water being the thing to use for the purpose.

Sparks from a stack in a Tennessee factory; damage, $29,637.

Overheated stove-pipe in a Massachusetts drug store; damage, $3,450.

Defective heater in a Massachusetts department store; damage, $54,604.

Electric iron in a California clothing store; damage, $37,228.

Unknown cause (but suspicious) in a New York chemical plant; damage, $165,768.

Unknown cause in a Maryland pier; damage, $128,057.

These instances are highly characteristic. They represent hardly more than one per cent of the reports received in that single day which was a fairly average day. They might be paralleled on practically any other day

throughout the year. Doubtless, each one of them was noted in the papers of its home town, and some of them in outside papers, but each was naturally a mere isolated news event to be read and forgotten, except by those most closely concerned.

And yet think what it means to have 1,500 such reports come into one office every day. Suppose that you were in our office as these statistics were received. **I promise that you would be impressed, tremendously impressed, by their bulk. If you had been thinking of the fires in the separate and local sense, you would find yourselves compelled to visualize fire in its national sense.** It might almost look to you as though America were principally engaged in the occupation of burning up. I think that the first thought which would occur to you would be, "This is shocking What can I do to prevent it?" This thought would be further enhanced by the positive knowledge, although our own records do not present the details, that these fires cost the lives of numbers of our people, and cause the serious injury of many more.

Thus it goes on day after day, with a seeming inevitability, so that I am perfectly safe in saying that, speaking in averages, there will doubtless be fifteen hundred more fires tomorrow, fifteen hundred the day after tomorrow, and so on for the indefinite future, unless widespread reforms can be brought about.

Let us, therefore, start with the great physical fact of fifteen hundred fires per day, causing each day an absolute destruction of hundreds of thousands of dollars worth of wealth, and let us apply a few war-time tests.

First of all, let us apply the financial test. We know that the great wealth of the United States is one of the chief reasons why it can expect victory in a long war. We are already beginning to feel the terrific financial strain of this war. We are being urged to conserve our means, to cut off all unnecessary expenditures, to buy Liberty Bonds and War Savings Stamps, to support the Red Cross, and otherwise, to place our full financial strength behind the requirements of the nation at war. Yet, while we are making an honest effort to form the necessary new habits of thrift, we are continuing to indulge in the most inexcusable form of extravagance that can be imagined; we are maintaining as a sacred institution the Great American Bonfire at a cost of hundreds of thousands of dollars every day.

Please understand that this does not mean wealth transferred, but wealth destroyed. Fire insurance is merely a means for distributing the loss among a large number of people, but each pile of smoking ruins is the monument to a financial tragedy, if not to a human one; it marks the spot where real wealth, probably productive wealth, existing one day, has entirely passed out of existence upon the next. Final figures for the 1917 fire loss have not yet been completed, but they probably will not fall below $250,000,000. Our last issue of Liberty Bonds bore a four and a quarter per cent issue. Therefore, the wealth thus totally and inexcusably destroyed, would have been sufficient to pay the interest upon almost six billion dollars' worth of Liberty Bonds.

When a runner starts upon a race, he does not tie weights to his feet. When a wrestler steps upon the mat for a hard contest, he does not open a few of his veins before he comes to grips; and yet the United States in the crisis of its greatest struggle light-heartedly tosses into the flames the interest upon six billion dollars' worth of bonds.

In the light of these figures, do you care to question that the fire menace has a financial bearing upon the war? But it has a second bearing which is even more intimate and vital. We are fighting indirectly by means of dollars, but directly by means of the men whom the dollars maintain and the supplies and munitions which the dollars buy. America is formidable not merely as a land of wealth, but also as a land of a large and brave citizenry and of tremendous resources, agricultural, industrial and otherwise. Now let us not think of these fifteen hundred daily fires merely as the destruction of wealth. Let us realize that a considerable percentage of them represent also the destruction of vital necessitities and of the means of production.

For example, we are being urged to deny ourselves the use of wheat in order that we may be able to keep our allies in the war. This is entirely right and proper; but should we not also deny ourselves the expensive folly of burning wheat and other grain elevators? I assure you that this form of waste has gone on to a greater extent than probably any of you begin to imagine, and I assure you that single individual elevator fires have wiped out the entire grain product from tens of thousands of acres. There are texts for innumerable editorials in a comparison between the famine conditions of European countries and the carelessness which permits this totally unnecessary holocaust not merely of grain, but thereby of human lives.

Even this is hardly the worst. You gentlemen have traveled over the country, you have seen America's thousands of great factories, you have been stirred with pride at the thought that these factories were working night and day shifts, pushed to the limit of their capacity to make shells, machine guns, automobile trucks, Liberty motors, steel plates for ship building, or some others of the innumerable munitions of war, without which our brave boys at the front would be helpless to stop the foe.

But have you stopped to think that there probably is hardly a day in which one or more factories thus engaged, are not crippled or destroyed by fire? Can you not visualize this, first for yourselves and then for your readers?

Imagine some part of our forces running short of ammunition during the crisis of an attack. Imagine a breakdown in our food supply system, because of a shortage of trucks. Imagine deficiency in any serious form, and then set over against that, factory or warehouse fires as the reason for that deficiency.

Last of all, trace these fires to their causes—a wilful workman, who is determined to smoke in spite of the "No Smoking" signs and in spite of the fact that chlorate of potash has been spilled upon the floor—a thoughtless foreman, who does not take the trouble to report a defective chimney—a slack manager, who does not insist upon the cleaning up of rubbish and litter—a stingy owner, who saves himself the expense of sprinkler equipment—all of these people may be wearing Liberty Loan buttons and calling themselves patriots; **they should be wearing the Prussian Iron Cross. I want to tell you that the destruction of a Hun bombing plane, which would kill our boys directly is of hardly more importance than the prevention of factory fires which would kill them indirectly through depriving them of the means of defense.**

This sort of thing could be continued indefinitely. Cotton that is burned in the gin cannot be made into explosives for artillery or uniforms for our troops. Lumber that is destroyed in a forest or lumber yard cannot be made into ships to transport supplies, and so on with many other things which you gentlemen can easily recognize and supply.

The number of fires that are traceable to the Kaiser's agents have been over-estimated, **but the number of fires that are working directly and effectively for the Kaiser can easily be stated. It averages fifteen hundred a day!**

Are these fires preventable? They are in the great majority of cases. Several years ago this statement might have been considered theoretical, but the National Board of Fire Underwriters, through its Actuarial Bureau, is now spending a great deal of time and money in collecting and analyzing fire statistics. We estimate that our reports cover between 97 and 98 per cent of all fires in the United States. The latest year for which our figures are completed in 1916, in which 28.9 per cent of the fire loss was found to be due to causes which were **strictly preventable,** 47.8 per cent to causes which were **partly preventable,** and 23.3 per cent to unknown causes which probably were **largely preventable.**

Note the recurrence of the word, "preventable." It represents the positive conviction of those who have given the subject the closest study. If this statement were challenged, it would give me pleasure to discuss the subject and present evidence. Otherwise, I must not trespass unnecessarily upon your time.

May we then assume two points to have been established? First, the urgent necessity of checking fire waste for war reasons, if for no other; and, second, the preventability of most fires. If a thing ought to be done, and can be done, the next question is as to how it shall be done. That is why I am here. These remarks are to be understood as an S. O. S. signal.

It would be interesting if there were time to discuss the engineering side of fire prevention, but we must merely glance at it in passing and hasten on. Engineering fire prevention means the correction of visible and tangible hazards. It deals in terms of building codes, fireproof and fire-resisting materials, lighting, heating and power installations, alarm systems, fire protection devices, and fire fighting apparatus. It engages the attention of our large corps of engineers and of some 3,500 trained inspectors employed by the various fire insurance organizations. But what it is possible for such work to accomplish has been shown in the case of those great mushroom wooden cities—the army cantonments, of which Camp Pike is an example. Ordinarily, it would horrify the expert in fire hazard to suggest the hasty construction of miles of wooden sheds to be congested with thousands of occupants; and yet, considering the necessary speed for army organization, no other course was possible. The National Board had an opportunity to undertake a most interesting experiment, and for this purpose our engineers were assigned to the Quartermaster's Division while plans were being prepared, and to each of the cantonments while erection was in progress.

As a result, these cantonments were given every reasonable provision for fire prevention and fire protection consistent with the conditions under which they were built. Up to the time when they were turned over to their commanding generals, they had suffered fire loss of less than $3,000 upon approximately one hundred million dollars' worth of construction. We know of no other record which approaches this. Therefore, in passing the extremely complex and extensive engineering phase of fire prevention, its importance must not be undervalued.

There is, however, another phase of even greater importance. It concerns almost every individual in the United States. It is psychological. To state it in a sentence dozens of recognized fire causes are practically reducible to one great fire cause—**American carelessness.** The careful man in a wooden shed is safer than the careless man in a stone cave. Americans do not have fires because they wish them, save in the case of a few of criminal bent, but because they are too careless to avoid them.

This is the way that the daily average of fires will analyze:

115 fires from the careless use of matches.
100 from electric smoothing irons and other household attachments.
85 from defective chimneys and flues.
83 from stoves and furnaces.
74 from sparks on roofs.
52 from careless smokers.
25 from natural and artificial gas.
22 from spontaneous combustion, and so on, with a great variety of other causes.

Can you give any other name than carelessness to the act of a woman in leaving her electric iron upon the ironing board without turning off the current, and forgetting all about it until the house is on fire? And yet, so common is this practice that I venture to say that almost any of you gentlemen can recall instances among the circle of his own acquaintances. Is it anything but carelessness that fails to have defective chimneys and flues inspected and made right, that allows open flame gas jets to burn in the way of blowing curtains, that allows oily rags to be tossed into corners, or that throws away matches without making sure that they are out?

Let me repeat that carelessness—familiar, optimistic, happy-go-lucky American carelessness, is far and away the greatest reason for the shocking fire waste whose consequences we have been discussing. Americans are brave; they are intelligent, enterprising, industrious, and generous. If they could also become careful, if they could learn the value of conservation and the efficiency that goes with such a point of view, they would be "world-beaters." It is merely a question of being awakened.

This brings us back to the subject of awakening America to the fire menace. I trust that in view of the facts and figures which have been presented, none of you are disposed to question that it is of vital war-time importance. We are, as has already been noted, in a period of extraordinary mental stimulation. Ideas which under the conditions of four years ago, would have been of slow growth, spring up now with amazing swiftness. In watching these transformations one gets a little sense of the famous Indian trick in which a plant appears to grow and blossom before one's eyes. The skeptic has been forced to take a back seat. His erstwhile slogan, "It can't be done, you don't know the public," is seldom heard today. We are finding out that all sorts of things formerly deemed impossible, can be done if approached in the right way.

This is particularly true in the case of those problems which are psychological rather than material. It would be a rash man, who under the inspiring conditions of today, would assert that it is impossible to solve even so great a problem as that of American carelessness. **We are committed to this war, head and heart and hands. We deem everything else of small moment compared with insuring victory. Let the American public once grasp the fact that any custom, no matter of how long standing, is interfering with its fighting efficiency, and the reaction comes swiftly and with splendid enthusiasm. Fire waste constitutes such an interference. Fire waste**

is a product of American carelessness. The American public does not realize this. The American public must be made to realize this. This is the whole situation in a nutshell.

The sole remaining question is that of method, and it is a question which answers itself as soon as it is asked. It is the obviousness of this answer which made gladly welcome the opportunity presented in your invitation to address this convention. No one in this age and in this land can fail to realize the tremendous power which is wielded by you gentlemen. No one can question your patriotism when a problem is understood in its national bearings. We of the fire underwriters do not wish to claim undue credit for advocating fire prevention, but on the other hand, it is important that our motives shall not be impugned. It is even held by some underwriters of the old school that it is bad business to promote the cause of fire prevention, since the reduction of hazards automatically brings about the reduction of premiums. That, however, is beside the point. With our daily object lessons of fire destructiveness, we cannot be blind to the menace involved, and we should be poor patriots if we neglected to sound the warning. In exactly this spirit, many of the papers of America have coöperated repeatedly in pointing the moral of serious fires, but may we not believe that the time has now arrived to grasp the subject in its largest sense, to give it its rightful place with Liberty Loans, Food Supply, Ship Building, and other outstanding features of the war situation, and seriously to undertake the vast increase in fighting efficiency which must result from a reduction of this appalling waste?

Even more than this, however, will you gentlemen not give thought to the feasibility of an experiment, perhaps the most ambitious that has ever been seriously proposed in relation to American public consciousness? Will you not here and now consider the possibility of a vast campaign whose deliberate purpose is nothing less than the inducing of a new point of view toward life for our characteristically careless nation? "Conservation" has been the slogan of the past few years. Through necessity, it is becoming a doctrine of the present moment. May we not in this character-forming crisis of our history, give it the basis of solid permanence in the hearts of one hundred million people, genuine aroused to the importance of becoming a careful nation?

Herein the thought has far outgrown the limitations of the subject. It is greater than any mere consideration of fire menace. It involves almost every phase of our public and private lives. **A careful America: A nation filled with the carefulness, not of timidity, but of efficiency: A nation no less gallant, no less optimistic, no less resourceful, but one which overlooks no detail that would contribute to its victory: A nation which is determined to eliminate all waste motion and senseless destruction, in order that it may strike for world freedom with the full hundred per cent of its giant strength—is not this an ideal worth striving for? An efficiently careful, victoriously careful America—why not.**

It is hardly an exaggeration to say that the United States this week possesses two national capitols—one upon the banks of the Potomac from which is expressed the legislative and executive authority of our country, and one which momentarily abides in Little Rock and centers in this room, the focus of that intangible but unlimited force which links our hundred million people into a thinking, acting unit. Where Washington can command the lives of our people, you can clarify their vision. Gentlemen, the time and the occasion wait upon the action.

HOW UNCLE SAM MAKES JOURNALISTS

Address by L. H. Stevens, Superintendent Government Vocational School, Hot Springs, Ark., before National Editorial Association Convention, June 4, 1918

ACCORDING to the printed program, I am supposed to tell this gathering of newspaper-makers, "How Uncle Sam Makes Journalists."

Now, since the making of a newspaper man is about the cheapest process on earth, I am going to begin with the institution which pays the freight—what little freight there is to pay—the government vocational school.

I did not realize until a few short months ago that while it required expensive plants to make printers, and machinists, and electricians, and plumbers, and automobile workers, that to turn out full-fledged specimens such as I am addressing, and to which class I properly belong, required nothing more than a good, soft reporter's pencil and a handful of print paper cut in the proper proportion for "copy" paper.

Before I go further in the making of journalists, I desire to speak for a moment along the line of the greatest educational step our national government has ever taken, that of establishing vocational schools in practically every state of the Union, by which the Government shares, half and half, the expense of teaching the pupils of the public schools trades and vocations coincident with their regular high school studies.

The Government vocational school is "the school of opportunity" for the boy or girl of average opportunity. By "average opportunity" I mean the boy or girl whose school days are finished when they complete their high school course.

Not more than five per cent of our high school pupils find themselves so fortunately situated that a college or advanced educational course awaits them after high school, a course which fits them for facing the world and the problems of earning a livelihood.

The other 95 per cent find the battle of life awaiting them when they emerge from the high school with their diploma in their hands.

For the fortunate five per cent, the classical course of the high school, algebra, geometry, trigonometry, Greek, Latin and science fit them for further educational work at advanced institutions of learning.

For the other 95 per cent these advanced studies have no place in the problems they face, that of earning a living for themselves, or assisting to earn the living for the family.

It is for this 95 per cent that the vocational school is created—a school that will equip them with a trade or vocation by the time they have finished their high school course.

A few years ago it became apparent that there existed a shortage of skilled workers in printing, plumbing, electrical work, automobile construction and repair work, machine shops, and a number of other needed vocations. It was also apparent that not a sufficient number of high

school graduates relished the idea of spending another term of years in learning these useful trades.

A vocational survey of the United States was made by the Government, a survey extending over many months of research, at a cost of $35,000. This crying need for more apprentices in the useful vocations was proven beyond a doubt. For instance, it was found that in the printing trades, alone, there was but one apprentice working for every thirteen journeymen printers.

Following the report of this commission came the demands of the present world war, by which thousands of printers were either called to the colors or enlisted voluntarily. This made still further demands, not only in printing, but in sixteen or seventeen other vocations which had come within the scope of the survey. The matter of securing a sufficient number of skilled workmen hampered both the Government and the country at large, and the demand for the teaching of more apprentices to fill the gaps made by increasing demands in the trades and a decreasing number of available workmen through the war's demands became at once a serious problem.

Out of this came the Government vocational school, made possible by the Smith-Hughes educational bill. This bill provided for the appropriation of federal funds on a graduated scale, beginning with about $2,000,000 per annum, and increasing each year until 1926, when it will have reached the sum of $7,000,000 per annum.

Through the terms of this bill each state was entitled to establish vocational schools. These schools were to be established in the high schools or out of them—preferably in connection with the high schools—through the state offices of public instruction. Each state was entitled to choose from a wide range of needed vocations. The school boards were to supply the equipment and to maintain the schools along lines laid down by the bill, and the Government was to reimburse the school board by paying one-half the expense of operating the schools.

The Smith-Hughes bill contains one iron-clad condition which must be met, a condition which places the vocational schools in a class by themselves, and distinguishes the work from similar courses now taught by a number of schools and colleges. This condition is that it must be practical, and not an academical course.

To this end it requires that not less than 65 per cent of the school day shall be devoted to "shop work and the study of related subjects," that it must be a well-rounded course. It urges that to this end the instructor shall be secured from the trades and vocations and not from academic departments.

When the fund under the Smith-Hughes bill became available, Hot Springs, always alive to every new thing, immediately camped on the trail of a vocational school, and secured it. The board decided to establish a school of printing, with a course of journalism and advertising as related subjects. Under the conditions of the Smith-Hughes bill there is no provision for teaching professions—only trades and vocations.

The board appropriated $1,000 for the purchase of a suitable printing plant, consisting of the latest models of job press, paper cutter, imposing stone, furniture, leads, slugs, reglet, brass rule and borders, type and type cases—in fact, a complete printing plant at which ten students can work at the case at one time, and which at this time is accommodating more than thirty students.

During the time of these activities I was an interested spectator, being engaged in the pleasurable occupation of editing a daily newspaper in Hot Springs. Before I became an editor I was a reporter, before I was a reporter I was a printer and pressman, before I was a printer I was a printer's devil, and before that I was an ordinary "kid devil."

Now, I have known many school teachers who believed they could edit a daily paper better than the man who was doing it. You know this time-honored belief has become quite general among teachers, and butchers, and bakers and candlestick-makers. But I had never heard of an editor who believed he could teach school as good as the schoolma'am who had been specially trained for the work.

When the school board of Hot Springs asked me if I could teach a vocational school of printing, journalism and advertising, it was "some jolt." I lacked the confidence of the average citizen who believed he could run a daily newspaper—and confidentially I believed if I accepted the place I would succeed in about the same degree that the average citizen would with his newspaper job.

However, the board promised to ge me plenty of rope, and the superintendent and principal volunteered to "steer" me as far as possible, and put up with my "bulls and blunders," so I agreed to try it. Now, I am going to ask you to seriously accept my word that it was "some job."

However, with the efficient aid of the superintendent and principal, we installed the plant and enrolled a class that was even beyond the capacity of the plant to accommodate. More than thirty students of the Hot Springs high school, in the eighth, ninth and tenth grades, are now learning the printers' trade, and also learning practical journalism and advertising.

Sixty-five per cent of my teaching day is devoted to the class in printing. This class must devote at least 45 per cent of the school day to shop manipulation, which is printing in all its branches. Another 25 per cent must be devoted to the study of related subjects, printing English, printing science, printing mathematics, the history of printing, etc. This class requires 70 per cent of the teacher's day, and the remaining 30 per cent would probably be sent in play, except for the subject of this discussion—"How Uncle Sam Makes Journalists."

By some artistic camouflage work, I convinced the board that I could teach journalism and advertising as well as printing. We enrolled from the ninth and tenth grades a class of twelve pupils in journalism and advertising, and this took up the 30 per cent "slacker" time in my day.

Having spent twenty-eight years of my checkered career in newspaper work, I decided that this course, like the printing course, should be a practical, applied course. First, I require that each student in journalism and advertising shall spend at least one hour a day in the printing class. This is for the purpose of giving them a more practical knowledge of the work they will one day be called upon to do. They will know that when they have written and turned in their copy that it will be printed, and they will also know just how it is to be printed.

Our school now has been in operation for five months. The printing students can set type and run the press. The journalism students can write good copy. The advertising students know something about soliciting advertisments, writing them, and getting the "dough" for them later.

When school opens next September we will begin the publication of a high school newspaper—not the usual class joker—but a real newspaper, issued every week. The journalistic students will write it, the advertising

students will make it pay, and the printing students will print it. Incidentally, we hope the public will read it.

In passing I might remark that one student of journalism and advertising, after five months' instruction, is now holding down a regular advertising and reportorial job, and making good.

The printing course is a three-year course. When these students have finished it, they will have finished their regular studies in reading, penmanship, mathematics, English, history, geography and physiology. They will have eliminated from the regular high school course geometry, trigonometry, the dead languages, science, etc., but they will have in their stead a trade at which they can earn a living, and they will be ready to enter upon it when they have finished high school.

This, then, is the purpose of the Government vocational schools, now in operation in many states. It is a matter of pride with us that Hot Springs established the first of these schools in the south, and it is a matter of further pride that the Hot Springs vocational school is the only one in the country affording a practical course in journalism and advertising in connection with the printing trade.

The course of journalism and advertising covers a period of two years actual study and practice. We use competent text books in both branches and the first two years is devoted largely to thorough ground work and practice. I am putting these students through the same steady grind that the cub reporter goes through in his first heart-breaking years, and I have gone far enough in this work to feel assured that when they have completed this course and their high school course, they will emerge head and shoulders above the average cub reporter, ready and anxious to demonstrate that journalism, when taught under the conditions required by the vocational schools, is real journalism, that fits them to begin work on the daily or weekly newspaper, without further study or practice.

Coming as I have from the ranks of the workers, and having a full realization of its woeful lack, I desire to say in closing that the students in this school of journalism will have "newspaper sense." I believe they will be thoroughly drilled in the things they ought to know and do, and drilled away from the blunders and mistakes of the average cub reporter.

I am not claiming for them that the "old head" at the desk will never find occasion to decorate their work with a few hasty blue marks, but I do believe these students will be able to do reportorial work and do it well—that their joint academic and practical education will have transformed them into useful workers, with a full realization of their responsibilities, that newspapers work in serious and necessary work, and the field of journalism is one of broad possibilities and just rewards.

THE NEWSPAPER IN ITS RELATION TO NATIONAL LEADERSHIP

Address by Paul W. Brown, Editor and Publisher The West at Work, before National Editorial Association Convention

I SHALL spend no time in the usual preliminaries of such an address as this. Appearing thus late in your program, any tribute of mine to Little Rock hospitality and Little Rock enterprise would appear an attempt to paint the lily or gild refined gold, and as for tribute to your body itself, I have done my utmost in the selection of a topic. I purpose to speak on the newspaper as a factor in national leadership. I know of no view of newspaper work which in an hour like this goes higher and deeper than that which considers the paper as a force in the direction of the purpose and will and destiny of America. It is to men who have responded to this high calling that I speak.

We may with profit consider first the nature and extent of newspaper leadership in national affairs, and second, the conditions which must be fulfilled in order to realize that leadership.

The first thing that a real leader learns about leadership is that no leadership is absolute. We all realize that with regard to leadership we exercise. Every sort of despotism is limited in the nature of things by all sorts of modifying factors. It is only the bachelor who sees himself the unquestioned king of his own household, his ukases fearfully and unhesitatingly bowed to by wife and children. The man who has reared a family knows that even the six-months old baby has varied and unpredictable resources when it comes to the matter of having his own way, that a ten-year-old child is a practical diplomat in the matter of keeping a command to the ear and breaking it to the heart, and as for the control of a wife, it is sufficient to refer to Artemus Ward's pathetic avowal of his attempt to regulate Betsy Jane. True in the family, this thing is also true of the club, the lodge, the political party. True despotism never lies within our own experience. It is always over the way or across the water. The Czar of all the Russias has been for a hundred years the synonym of despotism in American thought, but a little acquaintance with the actual course of things in Russia even before the opening of the present century shows how severely this despotism has been limited by the traditions of the peasant communes on the one hand, and the helplessness of anyone to escape from the meshes of bureaucratic red tape on the other.

In considering newspaper leadership, therefore, we must begin by recognizing its limitations. The old idea of an omniscient editor writing for a submissive public which waited hat in hand to learn what its opinions were and whom it should vote for is a dream.

But because leadership is not the simple thing it seems to the mind of a child, the reality of it is not impaired. The child sees the locomotive engineer as an autocrat who starts and stops the mighty machine at will. The child does not realize that the locomitve engineer is controlled by a schedule first and by necessary modifications of that schedule in the dispatcher's office second. This control, however, does not invalidate the fact that hundreds of lives and hundreds of thousands of dollars' worth of property hang on the courage, the resourcefulness, the conscience and the skill of the engineer. So the relation of the editor to public opinion may become all the more important because it is complex and not simple, because it is limited and not absolute.

What is a newspaper? A piece of printed matter. So far as the reader is concerned, it is not an organization, and while it may have much personality, it is not a person. These two facts in the beginning, settle some things with regard to the possibilities of newspaper lead-

ership. There are just two elements in that leadership: the communication of facts to the mind and the communication of impulses to the spirit. When a man reads a newspaper, his body is at rest. When he goes out to act, he lays the paper on one side. A newspaper can do nothing beyond those things which are possible under such conditions. A great deal of the weakness of newspaper leadership arises out of the fact that newspapers attempt to do things in the first place, that can be done only through organizations such as a chamber of commerce or a political party, and in the second place, that they attempt to do things such as may only be done by immediate personal contact, and cannot be done through the printed word. Many an editor has brought conscience and intelligence to a particular crusade or campaign and has failed not because he was not public-spirited and not because he was not in possession of his facts, but because he tried to use his newspaper to do something that could only be done by an organization, or something that could only be done by immediate personal contact.

Right here emerges a fact of the first order. Beside every great electrical generator there is a small machine which is known as the exciter. The exciter has only one-hundredth part of the power of the great generator, but the generator would be helpless to turn the wheels of the mighty mills were it not first vitalized by the exciter. The newspaper stands to the great working organization, political, civic, educational, commercial and what not, in something the same relation as that of the exciter to the generator. It cannot do the work itself, but it can vitalize the larger unit. This means, however, that the newspaper must be, not the supreme master, but the handmaid of a larger effort. Its motto should be: "He that receiveth a prophet in the name of a prophet, shall receive a prophet's reward, and he that receiveth a righteous man in the name of a righteous man shall receive a righteous man's reward." It is the duty of the newspaper to carry the work of awakening and exciting public opinion up to the point where the limitations of journalistic leadership are reached and where organization leadership and personal leadership may go the rest of the way through. No more conclusive test of great leadership may be imposed than the test of a willing self-effacement at the indicated moment. When John the Baptist was told that Jesus had more followers than he, he responded that it was the bridegroom who had the bride, but that the friend of the bridegroom rejoiced greatly at the sound of the bridegroom's voice. The true editor in matters of municipal and state and national leadership is the friend of the bridegroom.

Out of this very limitation of leadership comes, however, a great element of power. Nothing makes influence more irresistible than public conviction that its exertion is disinterested. By the time a newspaper has brought half a dozen necessary movements to the point where they pass beyond the merely journalistic stage of agitation, going on to full achievement, it has gained that which is unpurchaseable in the regard of the community. The very limitation of its power heightens that power.

Let us go back to our two kinds of newspaper power. The power of fact and the power of feeling. It is not necessary in this presence to say anything about the importance of accuracy. We all know how dreadful it is to chronicle the arrest of John Y. Smith for disorderly conduct when it was John H. Smith who was disorderly at an hour when John Y. Smith was sitting quietly with his family at home. But something more is required of a newspaper than mere letter-perfection in matters of fact There is such a thing as accuracy in the aspect of things as well as accuracy in chronicling occurences. The reader relies on the newspaper not simply to tell him a fact but to indicate to him the size of that fact. He has a right to depend upon it for perspective.

For example: We are face to face with a time of entire transformation of the commercial relations of the United States with the rest of the world. We are acquiring a big merchant fleet. Our export trade is being stimulated to proportions hitherto undreamed of. The nations to whom we used to owe money now owe money to us, and must in the future pay their indebtedness as we paid ours to them—with their goods. The old economic ideas with regard to protection and free trade do not fit. The old specific policies have all been outlawed together. Now it is the business of the editor to keep just as far in advance of the thought of his time as his followers will stand. This is no unreasonable requirement. The same obligation rests on the mother, who has one kind of talk for the year-and-a-half old baby, another kind for the eight-year old boy, another for the fifteen-year-old girl, and still another for the eldest son just home from the university. Her leadership of these various persons arises out of her sympathy with them and her direction of their thought along lines indicated as safe by her experience. Now the editor is a man who has time for certain general aspects of things which concern the welfare of his community as a whole. It is his business to direct the thought of his readers to the next step in community and national life. To read a vital newspaper therefore should be not simply an experience in finding that the paper's statements of fact are from day to day literally correct, but also that the paper's ideas of the relative importance of facts as shown by position, display and all the rest of it, are justified by the course of things. It should become apparent to the reader that the editorial eye has foreseen the drift of events, and that therefore a matter which may not strike him as of first importance which is given a place of honor in the newspaper is worth attention for future reference.

Successful leadership in human affairs is always a matter of helping subordinates to come into their own. Such generals as Napoleon, Grant and Lee have been men under whom other men found themselves. Andrew Carnegie said he would cheerfully give up his mills and his millions if permitted to retain his organization. All leaders are themselves discoverers of leaders and are marked by that confidence which is not afraid of the power which rises beside them by reason of the opportunity they have created.

One of the greatest mistakes in the whole field of newspaper leadership arises out of the editor's acceptance of this patent fact, that is, the attempt on the part of newspapers to place particular men in particular positions. I do not refer to the endorsement and aid of candidates selected by organizations, political and otherwise, but to the attempt on the part of newspapers to create candidates. It is a fact that this attempt usually fails. It is further a fact that it usually ought to fail. A candidate's responsibility should never be to a newspaper. It ought to be to the kind of public opinion which it is a newspaper's business to help create and maintain. Policies, after all, are more important in organized human life than persons, for if the policies are right, the persons will be found to carry them out, while history is littered with the failures which record the helplessness of good men unsustained by public allegiance to sound policies. A partisan newspaper may fight its hardest for party candidates and if its ultimate allegiance

as to the principles of its party and its criticism of party policies is real criticism, it will only gain in the esteem of good men by so doing. But in the very nature of things, the newspaper that attempts to make and unmake candidates exposes itself to the suspicion of an attempt to serve sinister ends as its own. That certain editors have achieved a very considerable degree of power in this field is undoubted. That they have done so by throwing over larger possibilities of newspaper direction of affairs is equally unquestioned.

Now let us go back to the conditions of successful personal leadership. The leader must be the finder of other leaders. The same thing is true in the field of newspaper leadership. How does a newspaper lead? By fact and comment. It must help other men to lead in the same way. It is the newspaper's business to see that the best things in the minds and hearts of its constituents find expression through its column. A great leader is not simply an individual. He is the nerve center and burning point of the thought and purpose and will of many individuals. A true newspaper is not simply a vehicle for the knowledge and wisdom of its editor and staff. It becomes the focus and burning point of the thought and will and purpose of many. And in consequence it sheds a light which no one person could disperse and wields a strength which no one person could gather.

Do you want a test for your publication? Let me suggest one. Does the man in your field who is moved with a new purpose and a new idea, the man who has discovered a new fact or worked out a new plan turn instinctively in thought to you? If so, the salt of true leadership is in you.

We live in a wonderful day. The heart of the nation has been stirred by the conditions of the present struggle as never before in the history of mankind. The people of the United States, rich and poor, learned and ignorant, young and old, have been stirred by things which reach higher than wisdom and which go deeper than thought. There is much whose precious nature is not felt or understood in the impulses which sweep the crowds on our streets and bare the heads as the flag goes by. Shall this surge of emotion from the depths of a people's heart subside as it has risen? Shall the great things of war be followed by a period of the sordid, the commonplace and the materialistic, as has been the case with other wars, or shall something of these visions be caught and fixed and added to our permanent spiritual and mental riches to bless future years? The answer to this question must be found in large measure by the newspapers of the United States. How far shall we as editors and publishers prove equal to the interpretation of the deeper meanings of the experiences through which we are passing to the people around us? How far shall we prove sensitive to the emergence of new prophets whose words cannot reach the multitudes that should hear them except through our pages? How far are we ourselves going to catch new drifts so that we may help the public to find courage against the fear of the unknown, to sail on into the dark unafraid? How far are we prepared to interpret business to see the patriotic and spiritual significance of things expressible in dollars and cents, of changes in rules and standards and methods. This is an hour when the American editor should rise to his height, when the American newspaper should come into its own.

CAMOUFLAGING IN THE NEWSPAPER GAME

Address by Miss Mae Hamilton, Storm Lake, Iowa, before National Editorial Association Convention, Hot Springs, Ark., June 7, 1918.

ANY are the words born of the Great War—good, bad and indifferent. One of these words is running the gauntlet of popularity now and is of common parlance. Repeated searching in dictionary and encyclopedia failed utterly to give forth enlightenment concerning the overworked expression, until within a fortnight, when the loose-leaf was inserted. The word of mystery is camouflage.

To the French must be given credit for the word. It was adopted from the French theatrical vocabulary, signifying concealment, disguise, faking, or to the point, "making up." Even though the French are entitled to the credit of the origin of the word, the art is as ancient as time and has been practiced since the creation of Mother Eve, then at least, sartorial camouflage was begun to the bewilderment and bedevilment of all mankind since. Where, oh where, can one be found who has not tried subterfuge? Take for instance, the honest farmer's apple crop which he has just dispatched to town. The apples look like O's in wooden type on top and like six point O's lower down. And we dub that camouflage.

For twenty years and more, cartoonists and paragraphers have poked fun at the fringe of hair which encircles the head of William Jennings Bryan. And through it all the commoner has never revealed the reason, until just recently and this is the way he explained: "It's my wife's idea. The good Lord made me for utility rather than for beauty and he gave me ears which stick out a great deal more than artistic standards require. I cropped my hair off back in 1882 when I was engaged to my wife and the result was something terrible. I nearly lost her. She has made me wear my hair long ever since." That is what I call justifiable camouflage.

The art of concealment, to color beyond detection or recognition, is regarded as necessary in modern warfare from the standpoint of the Allies, regardless of the fact that our enemies ignore it completely. But time is proving, and will prove in the days that are to come, that camouflage is pre-eminently a hand-maiden of war. It is a word that is destined to find a permanent place in literature after the Great Victory of the Allies and the complete defeat of the Huns.

This announcement should be joyously received by all newspaper writers. Until modern warfare brought forth the concealed word, the English language lacked a pretty word to describe the average newspaper writer's style of faking. In fact, the plain unvarnished word, liar, was used with freedom, and the polished Frenchy expression should popularize it and prove an acceptable substitute even in this day when substitutes are not all that Herbert Hoover claims they are.

If the truth were told, all newspaper writers are camoufluers. Ever since the first printing press was invented in Germany in 1447, the art has been practiced. But it is both justifiable and protective. Just as the otherwise helpless animal secured itself against the enemies by assimilating the color and contour of its sup-

port, the writer wards off attacks of the watchful foe by a skilful adaptation to the immediate circumstances as a necessity of continued existence. The newspaper that nails its colors to the mast even in little matters may have courage unquestionable but be directed by poor judgment.

But surely one of the justifiable cases is contained in the newspaper's account of a wedding. What writer has not faked about a bride—brought to his command all the superlative adjectives to describe her beauty, grace and accomplishments when he and everyone else knew that she had a most dreadful wart on her nose, was pigeon-toed and could not so much as flap a slap-jack without ruining its form in the operation; told how the sturdy oak would tenderly care for the clinging vine when the whole town gossiped and wagered that she would be supporting him in less than three months. And the poetic obituary! A real gem when all that could truthfully be inscribed upon his tombstone was "here lies"—as he always did! But then, newspaper writers are very much like the old man who was about to leave this world the other day and sent for his lawyer. In a scarcely audible tone he murmured to his lawyer: "I want to leave two thousand pounds to each of my servants who have been in my employ for ten years." "Holy Smoke," ejaculated the lawyer. "Such generosity." "No," not at all," replied the man, "you see none have been with me a year, but it will look good in the papers."

Today the cry of the hour is: "We must win the war." And what will win the war? Some there are who say that food will win the war. Some there are who say that ships will win the war. Some say guns, and some say men. But Kipling says:

"It ain't the guns nor armanent, nor funds that they can pay,
But the close coöperation that makes them win the day.
It ain't the individual nor the army as a whole,
But the everlasting team-work of every bloomin' soul."

The glamour of the theatre of war held attractions for me. I wasted perfectly good hours day dreaming of going "over there" in some capacity or another. Many there are who dislike to sit in the gallery while the greatest drama the world has ever known is being enacted and seemingly powerless to play a part. But suddenly the wonderful opportunity, the chance to do a real service occurred to me. We cannot all wear khaki, we cannot all be Red Cross nurses, but everyone of us can enlist. These words of Maeterlinck's caught my eye: "Whatever is transmitted through the ear to mind and heart, will never come so near as what is set before the eyes." Here was the chance through the press to change and mold public opinion; the chance to stimulate and encourage war activities; the chance to touch the emotions of the people; the chance to help keep fluttering to the breeze, the Red, the White, the Blue!

No more can one choose their duty, than their mother is an old saying. It is the duty of every member of the craft to use his newspaper to further the interests of the Government of these United States. After the war is over the American people may resume their usual vocation, not avocation of making money. The problem of the hour is what attitude should the press take in time of war? Every member of the craft can take his place in the first line trench if he chooses—he need not be in class one or physically fit, there is a place for him. The wielders of the pen who trust to their point to reach the reader's heart and conscience can do indefinitely more today than if they were "over there" thrusting a bayonet point into a Hun. Back home we can do more to defeat Prussianism, by raising the public morale, discouraging unpatriotic acts, nailing the line of German propagandists, than by serving in the trenches. But there are too many editors to all outward appearances who have either been placed for "limited service" or exempted on account of their industry. An inspector should be chosen to check them over. This decision is reached after making a survey of the spineless editors over the United States; men who are minus those qualities called stamina and character; men who are afraid to criticise. I do not refer to mere fault finding but to constructive criticism. It is essential to good government. Lack or failure of just criticism is unpatriotic and unworthy. Criticism is one of the forces which is turning faster the wheels of the business of war.

Too many writers are actually so gun-shy they are afraid to shoot paper bullets. If they were in the trenches there would be no possibility of their winning a croix de guerre. Nerve and bravery are both lacking. For fear of losing subscribers, they put their stamp of approval on Klu Klux Klan demonstrations by completely ignoring them instead of condemning such actions. So-called loyalists whose patriotism does not rise higher than a paint-pot is despicable. And the idea of soiling the American flag with the lips of a traitor! When a man insults a woman he does not make apologies by kissing her, does he? "And would you like, says Old Glory, to be hauled from on high, and kissed by a German, well, neither do I." Such acts are indefensible and strong editorial expression may save many a stain upon a fair city. Such manifestations as painting parties should be the last, rather than the first, to mark a traitor. The newspaper man, as a representative of a self-respecting citizenry, must swiftly and powerfully repress all those symptoms of mob mania, which unrestrained will result in irreparable blunders. A writer who fails to denounce such acts as un-American is only playing into the hands of traitors.

I am proud to come from a state where the great majority of editors are following the plain path of duty, in spite of Hun boycotts, direct and indirect; in spite, also, of some mistaken ideas of patriotism and the occasional successful camouflaging of opportunity and responsibility. I am glad to come from a state where the editor whose backbone is deficient is not now regarded with popular favor. There are some men, called editors, for lack of a better word, who are neutral of soul, colorless of conscience, who run to pale inks and are afraid of the black and white wherewith the virile sort put the contrasts of human thoughts into the written word. They require little sustenance, either for body or soul, and may manage to survive for some time, in spite of the laws of conservation of food and the elimination of the useless. But the type is useless, and is bound to extinction. There are such, perhaps in Iowa, but not many do you think in a state which was able to carry away the honors in the Third Liberty Loan; where the farmers are preparing to beat even their own records so that the food supplies of the nation shall not fail, and where citizens of every class are seeking to discover how they can be most useful to the common cause. This also, as you have already guessed, is a delicate bit of camouflage, designed to please or placate any Iowan who may be listening.

There are camouflagers inherited and camouflagers acquired, not to speak of the various falsities that are piled up and put forward because of ignorance. I am inclined to believe, for instance that much of the so-

called disloyalty heard of just now is the result of ignorance. There are no mental blanks, and wherever knowledge fails to cover a space ignorance paints its crude and unwholesome pictures. It takes intelligence and information to make an American citizen and all the stupid ones who are false to the ideals of Americanism are not aliens. The old German, a staunch republican, who declared his loyalty and his willingness to stick by the administration, yet doubted if it was quite right to make the whole world safe for the democrats, was no further astray than the occasional native who declares that we have no part in battles abroad; that we are fighting for England, etc. The majority of people mean right; they are patriotic by intention. It is only because of ignorance that they have camouflaged their real sentiments until clear seeing men and women wonder what may be concealed by the non-sensical showing.

It is the duty and privilege of the newspaper writer to serve by educating its readers, and to continually remind them of their duty as American citizens. The newspaper which has upon its staff a newspaper woman can turn much of this task over to her. Already I fancy I see smiles of cynicism, indicating that women are the most clever camoufluess in the world. Some of you may feel like repeating to me those lines of Hamlet to Ophelia: "I have heard of your painting, too: God gave you one face and you make yourselves another." Woman may carry about with her a little paint-pot, and use delusion, glamour, masquerade to make the sense betray the mind, but when it comes to real sentiment she speaks and writes with conviction, much, sometimes to man's discomfort. Some of you are married and know that I speak the truth! There is really no discounting that a newspaper woman can render a great service in war times. To fit war-time exigencies, a newspaper should be reconstructed. In war time newspapering, there is no place for the attractive society page head. It belongs to the hell-box. That department should be transformed into a woman's page, dealing with the different phases of war work in which women have paramount interest. Society gossip, in its usual sense, should be eliminated and discouraged and the society butterfly made to realize that there is no place today for the formal dinner party that costs the price of a Liberty Bond. Editorials should find a place on the woman's page and such expression will do more to arouse interest in war work than the personal pleadings of a dozen of women. It is the painful truth that the American woman has not yet realized or grasped the significance of this war, because it gives her no adventures, no drama, only sacrifice. The only way to kindle in the minds of women the flame of patriotism is to constantly keep before her little reminders of Red Cross needs and conservation. But tell her these things in plain English—do not camouflage. Through the press it should be given to understand that yellow patriots among women are just as bad as yellow patriots among men. In the city there was a woman, who never had time to serve on war work committees or assist in the Red Cross. In fact, she was not interested, because she didn't know anybody who had gone over there. One morning she was observed sitting in her sun parlor knitting a yellow sweater for her own adornment at the Country Club. A stirring denunciation of yellow patriots and slackers generally appeared instantum on the woman's page. The yellow sweater has never appeared at the Country Club, but the lady with a number of others immediately donned white uniforms and are now daily toilers in the Red Cross.

The majority of newspaper writers have intellectual ability. But it is barren of results unless rightly motived. Unless a writer has ideals that are grounded on worthy and enduring convictions that do not sway with every passing breeze, he can fill no broad sphere of useful service to his country. It is the writer, who grips as in a vice, right principles and holds to them, that touches the lives of his fellows and wields an enduring influence.

CO-OPERATION OF THE CITY AND COUNTRY PRESS

By Fred Haskell, Managing Editor The Arkansas Gazette, Little Rock, Ark.

(Address delivered before National Editorial Association, June 7, 1918)

THIS is a wonderful meeting you are holding this year in the South. You represent hundreds of newspapers. You carry each week to hundreds of thousands of people the news in your territory as well as the world news. You represent one of the most important forces of the country. But the meeting lacks an important something. Where are the representatives of the great dailies of New York and Chicago and Pittsburg and Philadelphia and Denver and Kansas City and all the other towns where big dailies are printed? They are not here but they should be here. Not only should the great dailies be represented but each should be represented by the biggest man in its organization. Some day these men will wake up. The danger is that the awakening will come too late.

I know something of country newspapers. Every week I read between two hundred and three hundred of them. I know that the smaller the paper the harder the job for the man who gets it out. I know the strain necessary in many cases to make both ends meet and the bravery necessary under such conditions when the influential man is made to understand that he means no more than the poor man in the matter of fair treatment. I also know something of the daily field. I have been in it for twenty-five years and I have been in it right up to my neck most of the time. I hope to be in it still another twenty-five years, and I expect, after giving fifty years to this nerve-racking work, to be lifted up by angels and deposited on a flowery bed of ease, there to rest through the ages and to be protected for all time from indignant citizens, bum poets, pompous statesmen, pessimistic composing-room foremen and parsimonious business managers. I shall be prevented by my surroundings and location from telling those who come to worry me exactly where to go, but I shall tell them to go a long, long way away from there and they will know the place I mean.

The veteran in the newspaper business whether he be from the country press or the city press is a scarred veteran. He has battled for his living and if he hasn't acquired some cynicism and pessimism he is either too good to be true or too foolish to be in the newspaper business. The game was a bruising one before the great war broke upon the world and since the war came to us it has been more than bruising. The battle of the last few years has taken away from us for all time many, many newspapers. Last year, for instance, 1,200 newspapers died in the United States and all of us know that a newspaper has more lives than a cat. Our business

has been against the "shock troops" and many of those who survived have been fought ragged by the enemy.

It seems that the time has come for us to locate the enemy and to organize against him. If we fail to do this the newspaper business will suffer. The newspaper business is suffering now, partly because of enemies who are enemies through ignorance, partly because of enemies who are enemies through malice, but chiefly from enemies within the newspaper business who are enemies because they have not taken time to analyze the situation that confronts the business. We have reached the point where we find the newspapers of this country are able to save any business except the newspaper business. Organization and discipline are necessary now more than at any other time.

The National Editorial Association is a strong organization. This is its thirty-third annual meeting. But its scope is too much restricted, though I am sure through no fault of its own. We should have an organization of the daily and weekly newspapers of the entire country. It should be a compact and aggressive organization. One of its biggest and most necessary works should be the elimination of foolish and suicidal competition and of the eternal and disgraceful bickerings between newspapers. A half dozen wholesale drygoods men or wholesale grocers can do business in a town and speak well of each other during business hours, but if there are two newspapers in a town they get along like strange wildcats. The editorial and city forces and the business office forces take up the quarrels quite often and people who are not in the newspaper work get a strange impression of it. I would not curtail competition. I believe in it. I do not think you can get anywhere without it. But competition does not make it necessary to look on your competitor as the I. W. W. looks on the man who wears a clean shirt. Newspapers must get together.

I realize that in urging this close coöperation I am urging something that will not burgeon into reality unless a vast amount of work is done and the work cannot be done by the country newspaper men alone. Not only must the big city newspapers take an active and sympathetic interest, but this interest must be taken by the heads of the big city newspapers.

One reason, as I see it, that the newspaper business is so disorganized is that in most cases the men who make the newspapers are not the owners of them. Often the owners are men who know nothing of the newspaper business, or very little. They have money invested and these investments bring dividends or deficits, as the case may be. The men actually making the newspaper each day have not that personal interest to be found in other businesses where the owners do the work each day. The rules of the men who do the work in newspaper offices are the rules of the newspaper profession and not of the business man: The proper rule or code is the mean between the extremes of newspaperdom and business. For instance, I would not advocate the granting of special favors to big advertisers in such matters as the suppression of news. On the other hand, I do not think it is good business or necessary professionalism to insult the customers of the newspapers.

The other day I was talking to a banker from one of the largest cities in the middle west. He was discussing a newspaper that has had a commanding position in that city. He said there is an air of arrogance about this newspaper plant when one goes in to make a request or to give it business that is telling against it. This air of arrogance does not of course come from the newspaper's owners. It comes from the men who make the newspaper, who know the worth and standing of the newspaper, and who have adopted an attitude of "go to the devil if you don't like our way." In that city another newspaper, which was a negligible quantity a few years ago, is steadily gaining on its arrogant competitor and is making new and powerful friends every day. Instead of meeting the situation by the elimination of the arrogance and unnecessary offensiveness, the arrogant newspaper is meeting it by hating its competitor and the competitor is putting in all spare moments in hating its arrogant neighbor. I mention this so that we may understand at the outset, if we are to get anywhere in a plan of coöperation between the country and the city press, we must go to headquarters. We should have from each newspaper the head man among the actual newspaper workers and the head man among the owners of the newspaper.

One of the first obstacles to be overcome is the attitude of the makers, and many of the owners, of big newspapers. In their estimation their newspapers are too big to be hurt. This is a silly view. Many big newspapers, dead today, flourished a few years ago and were known the country over and quoted the country over. A newspaper is in the glare of the brightest white light every day in the year. It accumulates enemies who remain enemies. It makes friends who are fair weather friends. They are for the newspaper so long as the newspaper is for what they want. When a newspaper is for something they don't want their friendship is as cold as charity.

Before we go any further with this matter, let's see why we need this organization. Go back to that law of a few years ago which is now operative and which requires the newspapers to tell a good many of their business secrets which other businesses are not required to tell. Do you think that law, which is unnecessary, would have been passed if the newspapers had gone in full and organized strength and requested the proper sort of hearing? The law is unnecessary and unimportant. Newspapers do not object to it except that it is offensive in its inference. It infers that newspapers are crooked. There are crooked newspapers. Also there are crooked ministers. I do not know, however, that the ratio of crooked newspapers is greater than the ratio of crooked ministers and all of us know there are very few crooked ministers.

Then we have the zone postal law. This doesn't hurt the smaller newspapers but it is a master stroke for the curtailment of information and therefore for the increase of ignorance. Its chief effect thus far has been to awaken big newspapers and periodicals to the extent of the help the weekly newspapers are capable of giving in emergency. This is a pretty good old world, but selfishness is still the motive power. No matter what your proposition if you can find the point that appeals to selfish interest you have a winner. Newspaper men are as selfish as other individuals. When big newspapers and periodicals wanted help in a thing that meant much to them they came to smaller dailies and the country weeklies. Of course, I should like to tell you that the men who run the smaller dailies and the country weeklies are different, but they are not. They were not particularly interested because the new law did not affect them and their help in the battle thus far has been most passive.

The war has caused an increase in everything that goes into the making of a newspaper and a decrease in the things that make revenue for a newspaper, but we have before us each day the strange spectacle of a Government using newspapers more than any other agency,

paying war prices to practically every other agency it uses except the newspapers and doing, unknowingly perhaps but very certainly, many things to kill the newspaper business.

The other day I received a copy of that widely circulated and little read publication known as the Official Bulletin published daily by the Committee on Public Information, George Creel, chairman. Its sixteen pages were given to the speeches made by advertising men and Government officials at a luncheon in Washington. The officials acknowledged the debt owed by the Government to the newspaper business. The Associated Advertising Clubs showed that the publishers and advertisers of the country have in three months contributed space valued at $1,222,031, of which $408,000 worth had been used in Government campaigns and $814,000 worth is available for use in future campaigns. High tribute was paid to the newspaper business and the newspaper publishers, but I have found that men who won't pay a $2.00 subscription bill are most willing to pay high tribute. To be serious again I would not have you think that my idea is that the newspapers should put material welfare above patriotism. In the very nature of things the newspaper must do more for the Government than other businesses and do much of it without charge. Whether the Government should pay advertising rates for its propaganda publicity matter is a subject for argument but not for argument here. The point I desire to make is that the attacks on the newspaper business made by certain Government officials should be stopped. Some of these men who are most successful in the line of business which has made them prominent and who are undoubtedly men of unusual intelligence, have advised against advertising campaigns at this time on the ground that they are not essential and not economic necessities. This ground is taken because of ignorance or maybe just because the official has taken in too much territory. I think it has been reduced to absurdity in the move to abolish the names of all the nationally known passenger trains—the Overland Limited, the Sunshine Special, the Empire State Express, for instance. I was at a loss to understand why this move had been put on foot until I received a few days ago an explanation from the Chicago Railway Review. According to the Railway Review the names of these famous trains are abolished because such names are advertising and hence taboo. It is difficult to believe that this is the explanation but the Railway Review has investigated. If it is the explanation, then the heat of the war is getting on somebody's nerves at Washington.

If the people of this country would stand for it we should have a censorship which would be in the hands of men who know no more about the newspaper business than they know about the making of a watch. But the people will not stand for a censorship.

Now a word to those men who are advising against advertising campaigns because they consider these unnecessary in war times. They should consider that newspapers cannot run on love and affection. It is necessary now for newspapers to have more advertising than ever in order to keep their heads above water. If all the newspapers had gone under the day the United States declared war the draft would have been defeated, the first Liberty Loan campaign would have been a failure, the first Red Cross drive would have been a failure. We should have been out of the war and pilloried the world over as an inefficient jelly-fish, a nation disorganized, disarmed, disgraced. You may think I am overstating it, but what I have said will bear analysis. The freedom of which our newspapers and our jonrneymen orators talk is a real thing in this country. One of the things our freedom has brought to us is a desire to know before we step forward. You can't tell the people of this country that a thing is all right and expect them to believe it. They want to know why it is all right and they want proof that it is all right. They think for themselves and they resent any attempt on the part of any leader or leaders to do their thinking.

It was not until the newspapers of this country drove the information into them that the people of the interior states and those states furthest removed from the Atlantic seaboard took a real, live, personal interest in this war. The draft law went over because the newspapers explained and re-explained the necessity for it and the provisions of it. Smart salesmen have tried to sell bonds in the South since this country was a country and have failed, but nearly every family in the South owns a bond now and that bond is a Liberty Bond.

Every editor present here receives an average of ten letters a day from the United States Government requesting publicity for some of its activities. Most of the activities are worthy and necessary but you cannot give all the publicity requested because you would have to enlarge your paper if you did so. Yet this is the business that is being put in a precarious position by the march of events.

Don't fool yourself. Don't think you have a friend in Congress. The Congressman from your district may send you seed and he may come in and call you Bill or Jim and he has a ready alibi for his part in any legislation that hurts your business, but legislation hurtful to your business is getting over in Congress and something must be done to meet the situation or the blows will be stronger and bolder. The something to be done is sensible organization and honorable organization. We want no dark lantern stuff. We want to organize for the protection of the newspaper business and after we are organized we might clean house a bit ourselves. We might eliminate from the newspaper business battles for selfish ends under the guise of public need and patriotism. There are few of these battles comparatively, but one is too many.

The newspaper profession is an honorable one. It requires brains plus honesty. It has occupied and still occupies a high position in this country as well as a most necessary position, but today the world is changing before your eyes. None of us is wise enough to say what the results of these changes will be, what strong businesses will be dashed to pieces and what weak businesses will be raised to prominence and strength. It behooves the newspaper men to be on their toes, ready to grasp opportunities that present themselves and ready to fight for the privileges and honors that are ours by right. In the changes that are to come when this war is ended lie the opportunities for the newspaper business further to entrench itself. This entrenchment cannot be artificially done. Worth alone will do it. The newspaper business will be more strongly entrenched when the makers of newspapers see to it that each newspaper has a character and a good character. You don't find men of bad character leading in your community, do you? You won't find newspapers of bad character leading, either.

This is the day of opportunity not only for newspapers but for newspaper men. Newspaper conditions have changed vastly in the past year and the indications are that they will change more within the next few years. Newspaper workers will be better paid. Their standing in their own calling will be better. Newspaper makers will hereafter be forced to give more attention to the class of men they take into their city rooms.

THE LINOTYPE IN A COUNTRY OFFICE

By Allen E. McGowan, Appleton, Minn.

(Address delivered before National Editorial Association Convention)

FOUR years of practical experience in the operation of a high-priced composing machine in a small-town field has taught us that the big cost items in the operation of such a machine differ from those that are incurred in the operation of high-priced automobile, or the responsibilities taken on when getting married, in both of which instances, those who speak with authority, tell us "it isn't the original cost but the upkeep" that eats up the funds, for in the operation of this machine and in determining the cost of its finished product to us we find that the greatest factor is the original investment.

Our operating charge accounts have been less than half of the finished product cost, our bill of repairs has been light, while the fact that the machine and its equipment as it stands on the floor of our office today represents an investment of approximately $3,700.00, the interest on which alone amounts to more than a dollar a day for every working day in the year, and the fact that because it is invested in machinery and its value is depreciating whether its efficiency is or not, and that we must protect it against fire, tornado and the I. W. W.'s and make ourselves safe with it under the employer's liability law—these things centered around the original investment make the high cost of composing machine operating.

In fact, its Old Man Overhead that determines what it will be and when it comes to determining prices in every department of a printing establishment, he is much more effective than the Federal trade commission. He demands attention and the printer who will not listen to him soon has reason to regret it.

Our Model 5 listed by Mergenthaler in 1914 at $2,600, placed in our shop in shape to produce the work we wished of it, called for the added investment of:

Foundation for the machine	$ 18.00
Freight and drayage	60.00
Two extra magazines	200.00
Extra matrices	229.60
Border blocks	6.50
Metal	297.50
Liners and ejectors	61.00
Table, galleys, metal boxes	42.00
Tools	15.11
Chair	4.75
Pressure tank	16.75
Motor and wiring	85.00
Total investment in department	$3,636.21

In these three years we have operated the machine in single, double and triple shifts for some periods and on some days it remained idle. This depended upon the work at hand. The total number of hours spent on the machine in that time was 8,376.5 hours or time equal to nine hours per day for every working day of three years.

The total wage cost was $2,811.80, or nearly 33c per hour, which if paid on straight time to one man would be $18 per week.

Of the total hours spent on the machine 6,448.7 hours were chargeable or actually productive hours; while 1,927.8 were non-chargeable or spent in correcting proofs, fixing or oiling the machine. Thus three out of every nine hours were unproductive.

In the three years the machine has set type matter if figured in 8 pt. ems would approximate 30,000,000 ems, of which 25,000,000 were set for our newspaper and job work and 5,000,000 for trade composition.

This measured in 20-inch columns would average nearly one galley per hour for every chargeable hour. For a standard of measure in this I have taken 8 pt., and while in casting border and setting wide measure 14 pt., the space filled would be above one galley per hour, 6 pt. and leadered and column figure work would run below that average.

To have had the machine in the shop these three years cost $7,773.69, of which $1,582.43 is the machine's share of the office expense. This expense includes office salaries, light, rent, heat, insurance on office, telephone, telegraph, postage and other expenses of the office and is distributed to productive departments according to the number of saleable hours that each department has.

This leaves an actual expense for the operation of the machine itself of $5,191.26, divided as follows:

Wages	$2,811.80
Rent and heat	149.48
Light	14.25
Power	87.30
Insurance and taxes	237.62
Interest on investment	536.47
Depreciation	1,005.46
Oil and gasoline	244.22
Metal waste	50.59
Repairs and miscellaneous expense	53.57
Total	$5,191.26

This expense divided by the output would give us an average cost of 25c per thousand of all ems produced. This would mean that while it might cost us but 10c or 15c per thousand to cast border or recast on phat matter, the cost on other matter would range upwards according to the kind of matter being set, size of type, ability of operator and condition of copy.

At the average hour cost for three years of $1.32 an operator who could set type for us at the rate of 5,000 ems per hour would produce it at 26c per thousand, a 4000-em operator at 33c, and a 3,000-em man at 41c, and one who would produce but 2,000 per hour would produce type at 66c per thousand.

A galley of 8 pt. per hour would cost us 35c per thousand, and a galley of 10 pt. per hour, 60c per 1,000.

I shall divide the expenses of the machine into two classes:

Class 1—wages, light, power, oil and gas, metal waste, repairs and miscellaneous items which would naturally be governed by the amount the machine was used.

Class 2—rent, insurance, taxes, interest on investment, depreciation and office costs, which remain the same regardless of the amount of work given the machine.

The amount which our machine has produced in three years, trade composition, ads, news and job work, if measured in 20-inch single columns lengths would approximate 50 columns a week.

If during that time we had produced but 37½ galleys per week, we would have saved one-fourth on Class 1 expenses, $815.43, thus reducing our operating costs to $6,958.26, but this would raise the average cost per thousand on 23,500,000 ems to 30c per thousand ems instead of the 25c average on the 30,000,000 ems.

Supposing we had but half the amount of work we turned out, we would have saved $1,630.86, averaged 25 galleys per week, but our average cost per thousand would have mounted to 40c per thousand.

On a 12½-galley per week, average cost per thousand would have reached 70c.

On our present average price of 25c per thousand ems we find that our usual costs on 13-em straight matter runs 50 per cent that, the 70c average would bring the 13-em matter above the $1 mark, and the price on intricate matter out of sight.

I find in variation in chargeable hours per month, running from 80 to 250 hours, the non-chargeable hours have remained nearly stationary near the 40-hour per month mark, except to mount above that during the slack months when we overhaul the machine, or when we have some outside careless operator who abuses the machine. One of these came out from the big city, and in one week's time doubled our non-chargeable time for the the month, and added more to our depreciation account than that account takes care of in a month.

Up until the first of the year with a family of six boys, all competent to help in office, the help situation had never been one of our worries.

Our plan was to train young fellows to operate the machine and assist in other branches of the mechanical department and as they became competent for one of the brothers to work into the business end or branch to other businesses, though always available as reserves.

Five of these are now removed to wartime pursuits and this has used up our reserves a bit faster than we have been able to train new help.

The first of April left but one operator besides myself in the shop, and with overtime we put in 265 hours on the machine that month, 206 of which were productive, keeping up the usual average of one galley per hour.

During this month we raised our trade composition price 50 per cent in an effort to weed out a part of our trade and supply merely those who showed their need by a willingness to pay the increase.

We found that the labor problem had hit them, too, and it was not a question of price any longer and came back stronger than ever.

With my added duties as editor the strain was too great and to save the quality of our own paper we have had to discontinue this end of our business until our new help becomes better trained.

For the first three weeks in May the operator has put in an average of 48 hours per week, 36 of which have been productive and true to the figures has averaged that many galleys per week.

The weekly cost items in Class 2 did not vary, remaining at $26.15 for each week, divided as follows: Rent, $1.00; insurance and taxes, $1.25; interest on investment, $6.15; depreciation, $7.75 and machine share of office expense, $10.

Class 1 expenses reduced to $19.35; wages, $16.50; light and power, 60c; metal waste, 25c; gasoline and oil, $2.00. This would make the total cost of operation, $45.50. It costs us $1.27 per galley to set our matter this month.

The one operator still on the job has been with us about one year and had never worked in a printing office before. An operator with an ability to increase that output 50 per cent and demanding $10 per week more in salary would reduce the cost per galley to $1.

We find that average new operator after little observation of the machine will set about a galley as the total of his first day's work. The second day he will double that amount and from then on he will gradually increase until within a year he can set a galley straight matter per hour.

Our hand composition costs average $1.25 per hour and one man would not average better than 1,000 ems per hour setting type by hand, therefore hand composition would cost us about $3.00 per galley, and fixed as we are at present with more equipment than help, and were our total production but two galleys per week, we could produce it as cheaply on the machine and much speedier and satisfactory.

But within a radius of thirty miles of our shop are eight newspapers who have no composing machines, and by serving the majority of these we have produced matter cheaper than they can set it by hand. Their weekly requirement has been from five to ten galleys per week.

These shops have average investments of $1,000 to $2,000, and estimating their operating expenses, their hand composition hour costs would approximate 75c. This would mean $1.50 per galley.

Expenses on a composing machine would not run below $35 per week and with their average matter to set, the price on machine set matter would run over $3.50 per galley.

Eight persons in these shops are spending practically all their time in getting into type and distributing the matter needed for their papers.

Eight hours each by eight people at 75c per hour makes a total cost of $44.40.

A linotype and two of these same people with the proper amount of training could set as much.

Eight hours each by two people at $1.25 per hour, total cost, $20.00.

Difference, $24.40, and six people released for other work.

The linotype machine is a mighty big factor right now in country newspaper work and it is going to be a bigger factor from this time on with supply of hand compositors becoming exhausted and no new supply in the making. In addition every country editor is giving his readers a great deal more reading matter today than he did ten years ago, and he wants to give them more because he finds that it pays him to do so.

The linotype is the one way to do it, and it must enter into your future calculations if it has not already done so.

It appears almost unpatriotic in these times for eight persons to peg away at work that the use of efficient methods could be done by two. But it would seem fully as unpatriotic for men to assume obligations that the income from their field will not enable them to meet.

Efficiency is patriotism in a concrete form. Know your costs, and if your present field will not afford up-to-date methods, make a field through coöperation that will.

THE TWO-DOLLAR WEEKLY

An Address Delivered Before the Convention of the National Editorial Association

By Wright A. Patterson, Chicago, Ill.

MORE than one thousand country newspapers went out of business during the past year.

Why?

Because the publishers of these papers were afraid to ask their public to pay for their publications what it cost to produce them. They were afraid to set $2.00 a year as a minimum subscription price.

It is safe to say that another thousand or more will close their doors within the next year if the publishers do not awaken to the necessity of the times and pass the constantly increasing costs along to the consumer.

Some two or three months ago a poll of subscription rates was made of 5,000 charging newspapers, and of that number 1,819 were then charging only $1.00 a year. The publishers of these papers were not getting anywhere near what it was costing to produce their publications if they were newspapers worthy of representing the communities in which they were published.

The publisher of a weekly newspaper was in my office a few days ago to ask assistance in locating a Linotype operator. I asked him what he was willing to pay. He replied he had been paying $20, but could not hope to do much better than $30 now, and would go even higher if necessary.

That meant that this publisher found it necessary to increase the cost of producing his paper to the extent of 50 per cent or more in this one item alone. Other costs have gone up in proportion, and the publisher must get back these increased costs if he is to continue in business.

Do you, as individuals, believe your town would wish to get along without your newspaper? Do you think the people of your community want you to fail?

You will fail unless you get back from your readers or your advertisers what it costs you to produce your paper, and it costs not less than $2.00 a year.

Beginning July 1 you will pay more postage than you have been paying. To be sure, the amount is not much, but it is one of the small items that makes a great total.

You are paying more for labor, and will pay more and more as the months go by.

You are paying more for paper than you paid two or three years ago, and the probabilities are you will pay still more.

You are paying more for ink, and the price is still going up.

You are paying more on your letter postage—another little item that helps to make up a great total.

If you are making anything like what you should be making, you are paying an increased income tax, and will pay even more next year.

You are keeping up your end for the Red Cross, the Y. M .C. A. and the numerous other organizations engaged in war activities. You are expected to do these things, and will continue to be expected to do them.

You are paying your merchants more for the shoes you and your family wear; paying more for clothes, for food, for everything that enters into the necessities of life.

You will soon be paying more than 25 per cent additional freight on the supplies you must buy.

In fact, you are paying more for everything that enters into the production of your newspaper or the living of yourself and family, and you must get more for what you have to sell if you are to continue to pay these high prices.

On an occasion of this kind I dislike to repeat statements that many of the members of the National Editorial Association have probably read, but I am going to ask the privilege of doing so, because I cannot again present this subject in any more forceful manner than I previously presented it in the columns of the Publishers' Auxiliary. In one of these editorials I said:

"Did you ever stop to think about the travels and adventures of a two-dollar bill?

"It is printed by the Government and goes into a bank. In time it is paid out to a manufacturer, who in turn hands it to an employe for labor performed in the production of his product. The employe splits it up and passes a part of it to the groceryman, another part to the dry goods merchant, another to the landlord, another to you for his newspaper, and so on, and, if he is a thrifty employe, he puts a part of it back into the bank to his own account. Again the parts into which this two-dollar bill has been broken continue their travels. The groceryman divides his portion among the wholesale houses from which he buys his wares, the clerks that assist him in his store, the landlord from whom he rents, and you for his advertising.

"And so the division continues until all classes in the community have handled a part of that two-dollar bill, and in time these parts drift back to the treasury at Washington, and it is again a two-dollar bill, but every one who has touched a piece of it has had his share—or should have had it.

"Before the war began it was a one-dollar bill that was divided, but the higher prices of everything have put the one-dollar bill out of business, and its place has been taken by the two-dollar bill. This has been made necessary for the reason that the parts into which the one-dollar bill had been divided were no longer large enough to do the things they had previously done.

"So it is that now while the manufacturer gets a two-dollar bill from the bank to pass out to the employes, he keeps for himself the same proportion of the two-dollar bill that he formerly kept of the one-dollar bill. That is, he does this if he is wise and has assessed his customers with the increased cost of conducting his business with them. If he does not do this he fails, and the cheriff closes his doors.

"Are you being cheated? Are you today receiving the same proportionate share of a two-dollar bill that you formerly received of a one-dollar bill?

"The farmer today is receiving twice as much for his products as he received before the war in Europe began; the manufacturer has added from 30 to 100 per cent to the price of his wares as he sells them to the wholesaler; the wholesaler in turn adds this and a proportionate profit to the price to the retailer, and the retailer passes the increase with his proportionate profit on to the customer.

"Are you doing what the farmer has done; what the manufacturer has done, and what the retailer has done? Have you increased your price for what you produce in proportion to your increasing costs, or are you plugging along on the old basis, bewailing your fate, and waiting for a visit from the sheriff?

"The merchants of your town, if they are wise merchants, are today making as large a proportionate profit on their sales as they made before the war began. Before the war when they bought a piece of merchandise for $1.00 they sold it for $1.20. Today when they buy the same piece of merchandise for $1.50 they sell it for $1.80, and if they are not doing this they are not following the unalterable laws of successful business. If they are not doing this they are on the road to failure.

"What is true of the merchants of your town is equally true of the publisher of your town—of you. What you are buying or producing at an increased cost must be sold at a proportionately increased profit if you expect to continue as the publisher of your town. The people who are selling to you are following these laws of business. They must do so if they are to live, and you must do the same if you are to live.

"Your cost of producing printing or a newspaper is higher today than it was some months ago, and it will be still higher, because the cost of producing the things you use in your business have gone up and are still going up, and you will pay your share of this increased cost. In turn your customers should pay you.

"All lines of business have been or are being reorganized on a higher, a war-cost basis. There can be no exception to this rule for the concern that is to survive. If you do not fall in line you will fail. If you do you will share in the prosperity of high prices. You will get the same proportion of the two-dollar bill you formerly got of the one-dollar bill.

"There are two things that are essential to business success at this time. One is a price in keeping with the increased cost of your production, and the other is the keeping of your production up to the highest quality. Of the two the second is fully as important as the first. The public is not economizing except along such lines as foodstuffs and other things needed by the armed forces of the nation and its allies. The public is not economizing in dollars, and the thing that is cheap will not sell merely because it is cheap, but the thing that is good will sell because it is good regardless of its fair increase in price.

"There is today but small place for the small paper with either readers or advertisers. You can no more reduce the size of your paper and avoid a loss in patronage and prestige than the merchant can reduce his stock of merchandise and expect to continue his volume of business. The public is willing to pay if it has something to pay for. If you have a newspaper that was worth $1.00 a year three years ago, it is worth $2.00 a year now. If your advertising space was worth 20 cents an inch when it would sell a piece of merchandise for one of your merchants for $2.00, and on which he made 40 cents, it is worth 40 cents an inch today when it will sell the same merchandise for $4.00 on which the merchant makes 80 cents.

"Have you figured it that way, and are you getting the money?

"The farmer can today pay $2.00 for one year's subscription with less than one bushel of wheat. Four years ago he had to use about one and a half busheds to pay you $1.00 for a years' subscription.

"Wheat is selling at $2.00 instead of 70 cents a bushel.

"Meat is selling for from 50 to 75 per cent more than it did when the war started.

"Cotton is selling at 30 to 40 cents a pound instead of the usual 10 to 12 cents.

"All other things produced on the farms have gone up in price in proportion to those mentioned above.

"High prices for farm products have brought prosperity to the farmers and the farming communities. They are war-time prices, and are necessary to stimulate production, and to create throughout the nation that degree of general prosperity needed in financing a war.

"But high prices cannot stop with what the farmer receives for his products. It is because of these prices that the mills and factories in which the type, the machinery, the paper, the plates, the rollers, the ready-prints and everything else used by you in conducting your newspaper and your printing office are paying war-time wages to their employes.

"It is because of these prices that the things you buy cost you more than they cost in peace times.

"And it is because of these prices that you must get more for your product than you receive in peace time if you are going to continue in business; if the sheriff is not going to close your doors.

"You could not remain in business if you could not get the supplies that are needed in the conduct of your business, and the houses from which you receive these supplies are as essential to you as are the readers and advertisers who patronize your paper.

"The supply houses cannot remain in business unless they get for what they sell to you a price that is in keeping with what they have to pay. They are paying higher salaries, higher prices for material, heavily increased overhead.

"These increased costs they are now passing or soon will pass along to you. They cannot do otherwise without suffering business disaster. You in turn are expected to pass the same increase along to your patrons, and you must do so or you will invite business disaster upon yourself.

"Such is the process of business readjustment to the higher price basis that is necessary during and following war times. High prices in England have made possible the financing of the war in England, and at the same time have made that country more prosperous than at any time for many years.

"But there cannot be any exceptions to this general rule of high prices. You cannot run your newspaper on a peace-time price when everything you buy in producing the paper is purchased at a war-time price. You must get into the bandwagon or get out of the procession.

"The present is a time for economy in food and other things that are necessary to maintain our soldiers and our allies, but it is not a time for economy so far as money is concerned. A concerted effort to cheapen products, to reduce them in size and quality, would only defeat the objects of the Government in its efforts to finance the war. The public must absorb, through the medium of higher prices, the excess of money there is in the country—more thaan a billion dollars as compared with three years ago. This money must be kept in circulation, it must be kept revolving. The Government cannot afford to permit the farmer to retain all the difference between the price he is receiving and what he received before the war. If he did this it would soon take the money out of circulation, and the Government would soon be unable to continue financing the war.

"The Government cannot afford to have business failures. It cannot afford to have your business go to the wall. It wants you to continue to prosper, and it is putting money enough into the hands of the people who are your patrons to enable them to pay you the price for your product that the increased price to you warrants you in charging. It is a part of 'your bit' to make this increased charge so long as you keep your product up to the standard set for it before the war."

Every publisher in America knows that his publication is costing more to produce than it did before the war in Europe began. He does not need to be convinced of that fact.

Why, then, do many hesitate to raise their rates to a profit-producing point?

Can it be that they feel that their papers have not been worth what the public has been paying for them? Can it be that they lack confidence in the value of their own product?

Wherever that condition exists; wherever the publisher feels that his paper is not worth to the public what it costs to produce it, that paper is not entitled to support and has no place in a nation at war.

But, gentlemen, I do not wish to be understood as advocating merely a $2.00-a-year subscription price. I have named $2.00 a year as merely a minimum, as a basis to work from. It is a time of doubling up on prices whether the total be two dollars or three dollars or four dollars. The publisher must get back his cost of production and a profit if he is to continue. The public will pay whatever reasonable price is necessary to enable him to do this, and the Government wants him to get the price because the Government needs the influence of the country press that the war sentiment at home may be maintained, quite as much as it needs soldiers to fight the Huns in war-blighted France.

I thank you.

AGRICULTURE AND THE RURAL PRESS

By Harry B. Potter, Editor of the State University Bulletin, Knoxville, Tennessee

SINCE it would be quite impossible for me to talk to you if I had a prepared speech, I haven't written anything. I have simply put on a chart of sheets here an outline that I would have followed had I prepared a written talk. I introduce this with a few lines that Charles Hanson Towne produced in the American Magazine, and will make a few comments that do not, perhaps, directly bear upon the subject of Agriculture and the Rural Press.

> The little home paper comes to me,
> As badly printed as it can be;
> It's ungrammatical, cheap, absurd—
> Yet how I love each intimate word!

And then he goes on in several other stanzas to bring out the fact of the intimate, close, personal, homey touch which the paper brings to him.

I am in perfect sympathy with the poet's desire to bring to the attention of the world the fact that the country paper has an intimate touch that no other paper has, but I can't excuse the poet or any other person bringing any fact to our attention which is not true, and that is the very thing he has made strongest in his poem of the country newspaper today. I am speaking now for the two hundred or more country newspapers that we have in Tennessee. The country newspaper today isn't cheaply printed, it isn't ungrammatical, it isn't absurd, and I can't excuse the Editor of the American Magazine for giving that impression to the public at large, that has no touch with the country paper, and I can't excuse the poet in his attempt to be poetic in bringing those facts out in the very opening of his discussion.

The subject of Agriculture and the Rural Press is so large that I hardly know just what feature of it to mention, and because of the time I have, I am only going to mention some of the things that come to my attention that need an attempt at solution on the part of the country editor.

We all recognize the facts which are illustrated here on this chart, that the possibilities for country newspapers have been enlarged, greatly enlarged, by the transportation facilities which they now have—motor car, railway and others; by the fact that communication, telephone and letter, systems have been increased, and by a general desire on the part of the people in the communities to read. Notwithstanding the fact that moving pictures have been put into practically every community, and much as those who saw the "movies" come and predicted that reading would go out of fashion, reading has, I believe, been intensified and interest in the reading of the country paper has been increased, because the "movies" have enlightened the people about things of which the country people have talked.

The possibilities of the country newspaper have been shown by men who have talked before this Convention. The possibilities of the country newspaper are not realized by those who work in city daily work alone; they are not realized by the people who live in the communities, in all cases, and I know of cases where the country editor himself does not realize his own possibilities, because he is working too much in the conditions of the past. Not recognizing this influence of transportation and communication, he is not taking advantage of the desire of the people to read about things of immediate local interest.

The subject of Agriculture and the Rural Press brings to our attention this fact: that we all recognize that, for the most part, readers of country papers are farmers, and none of us should deny that fact. I presume none of us do. When I say seventy-five per cent of the country newspaper subscribers live on farms, this figure does not come from an accurate survey, at all, but it does come from visits and conversations that I have had with editors in every part of the state. It has been my good fortune to go into the newspaper shops of over sixty-five per cent of the newspapers in Tennessee, and I have talked with these men because my interest has been that of agriculture. I have talked with these men to find out, and from that general survey I am giving a conservative figure when I say that seventy-five per cent of the newspaper subscriers actually live on farms and are interested in operating those farms. The other twenty-five per cent live in smaller towns in the county and are foreign subscribers. Now, with this fact, we must realize that the people to whom we are talking as country editors are farmers, and we should not—and that is the main tenor of my talk this morning—we should not cater to those who live immediately about our printing plant, but should talk to those who are actually reading our paper. To edit the country

newspaper for its circulation means to edit it with farm folks in mind. In what I have to say this morning, and in the discussion that I hope you will bring out—and may I say right here that I covet any criticism or any discussion while I am talking—don't feel that it will interfere with what I have to say, because, if I get off of my subject, I can easily bring myself to it by looking at my chart, so I will appreciate any comments you may have to make, interrupting me at any time. To edit the country newspaper for its circulation means to edit it with farm folks in mind. I have known people who edited their papers with their advertisers in mind. I presume you have, too. I can give you some examples of that. The Firestone Tire Company desired to do some advertising in a certain community, and because of certain insinuations which the man who placed that advertising carried with him in his talk, the man in the country newspaper shop thought he would have to put in more discussion about the use of automobile tires in the county. Of course, the Firestone people furnished all the necessary editorial matter that he needed, but at one time he carried two columns in a four-page paper talking about tires, because that tire man was placing a triple-column ad in his paper. I call that editing the paper not for its circulation, not for the people who read it but for the men who are advertising, and I think that, while that may work to a financial gain temporarily, it certainly is going to ultimately mean the destruction of the usefulness of that paper in the community, and when the usefulness of that paper is destroyed, the advertising possibilities are destroyed with it.

Now, if we are going to talk about things in which the subscribers are interested. we naturally raise the question in our own minds that I have put on the chart. What are we going to put into the paper? In general terms, I have indicated two things: What the people want—to a reasonable degree. What they need—in a conservative measure. I am particularly interested in the last point because of my work, which is that of carrying agricultural information to the papers of the State and to the subscribers of those papers. I find there is a general tendency on the part of Agricultural Extension people generally to emphasize this thing of what they need and to ask unjust things and unreasonable things of the country editors in publication. There is no reason for carrying this idea of what they need so far that the people become tired of the paper and that the real news value of the paper is destroyed; and that can easily happen. I have in mind right now one paper in middle Tennessee where the editor prints regularly from eight to twelve columns of agricultural copy, and I am sure—I have talked with him and have been in his county—I am sure that he is going to an extreme in giving the people what they need, or what he thinks they need, in the way of agriculture. He hasn't balanced in his own mind what he wants to do, and he isn't balancing the columns of his paper in giving the news and giving the facts that the people want and that they need. The proper balancing of these two points editorially is the thing that the country editor must strive for, and when he gets it, he is going to build up his circulation; and, likewise, in the building up of his circulation and interest in the reading of his paper, he is going to increase the advertising value of his columns.

Now, when we are giving news—and please, when I am talking about this, don't think I am attempting to give you anything that you don't already recognize and know; I am simply giving you some facts that have been called to my attention by the editors of Tennessee as I have talked with them, and some facts which I have learned from experience in the country newspaper office and in the farm paper office. I have listed here under News four things, and I am sure that if a country paper will put into its columns these four items in abundance, in proper proportion for the county in which it is operating, or the counties over which its circulation goes, that its editor is going to build up a satisfactory country paper. First: News about country people. Now, you call that many times country correspondence, and it is true. That's what is is, and that is what you want and must have—the local touch. There is nothing, in my judgment, as important as that one thing, some news about the country people. I have in mind another paper with which I have been in touch for two years, now, very closely. I have watched its columns every week; I have talked with the editor of that paper at least once every three months, and I find that that man, because of the difficulty of getting the correspondence that he should have, is printing lots and lots of news about the country people in his county and is putting in more and more of the copy which comes easy nowadays. But, in doing that, in my judgment, he is destroying the very thing that has built up his paper to a large weekly paper. Second: News about country business. This is a thing that I think most country editors fail to get, news about country business. If the community in which he lives establishes a new store and builds an especially fine equipment in the arrangement of that store, I notice without exception that the country paper, being closely in touch with the advertising possibilities of that business, writes up that store, tells what that man is going to do and the plans—the general business plans of that organization; but, too frequently, if a man adds a silo to his farm that is going to make it easier for him to feed his dairy stock, or if he imports several head of pure bred live stock, no mention is made in the paper of that business enterprise, at all. But that is wrong. It is fundamentally wrong. It is wrong from the community-building point of view, because seventy-five per cent of your circulation is among the farmers, and they are interested in the business activity of the business of farming. And so, if I could make a plea here that would appeal to you, I would make it on this point: Don't neglect the business of agriculture in your community when you are looking for news.

Now, my third point there is, News about community effort. In my judgment, as I have seen the farming communities of four or five states develop, I believe that we have got to approach farm life from the standpoint of communities. They develop that way naturally, and we can encourage it in our editorial columns. If a community organizes to do a certain thing in roads, in schools or in any other way, those community efforts should be mentioned in the editorial columns of the paper. When I use "editorial columns," I mean the general news columns. By doing that, you are building up your base of supplies, and, if you want to look at it from a purely financial standpoint, you are building a newspaper for the future by helping to make these communities active and the work that they do effective.

My fourth item is: News about farm necessities. Take the subject of binder twine, a thing in which the farmer is interested. Most of the stories that you get—I see the most of them—are from two to three pages long on the subject of binder twine. If they were half a page long, they would tell the whole story as it interests the farm people. You will learn many of these facts as you go around and get in touch with your local sales-people—farm necessities, perhaps cream separators. Perhaps the farmers are taking a great interest in cream separators,

and, as a result of it, a news item comes to your attention as you go the rounds of your business men. The farmer knows from his experience that cream separators are going to help him. Those are the things which today—I mention two or three of them—which are becoming farm necessities and furnish a source of news which is being neglected almost entirely the country over. Those are news items that you can pick up as you go about the solicitation for advertising.

Now, my next sheet shows Education Stories. We have our educational stories that, in a measure, give mostly what the people need, and, in many cases, what they want, but I say, for the most part, they give the people what they need. It is a proposition of building up the county and the community. I have listed only two that are specific and one that is general. "Agriculture" is reasonably specific. "Schools" is reasonably specific. "County development" may include almost anything in the way of roads, schools or any general plans that mean for real community development. Now, I look at this thing altogether as a question of education separate from a business enterprise, but I have seen farm communities grow because of the interest that the country editor has taken in the development work of that county. The country editor has shown to his advertisers where returns from advertising were increased, and, because of that, he has been able to build up an increased advertising patronage, and that is, of course, what the country editor is interested in. I would not for a minute, even in these war times, ask any men publishing a country paper to publish things in his community which will ultimately destroy the usefulness of his paper in that community and thereby tear down his business, but I think if the editor looks at these things from a well-rounded point of view, he is going to see that when he develops the part of the country in which he lives, he is really developing his own business, and, therefore, he can use these educational stories in a modified degree.

Now, I want, if you will permit me to do so, to tell a little about my point of view on advertising, because I am writing an editorial as I talk to you this morning, and I believe certain things about advertising which I hope you will concur in, but, if you do not, my remarks are to the point, just the same.

Articles of use to the farmer and his family should be advertised. They should be set—and I should have inserted here, also, that they should be arranged and planned so they will appeal to the farmers, Now, with all due respect to your national advertising work, I find that so many times these men from national agencies have no conception, or seem to have no conception, of the appeal that can be made to the farmer through the country paper, and their advertising is written with an appeal that is entirely foreign, and, as a result, when they place their advertising in your columns, they do not get the results that they expect and them blame you entirely for that. Now, of course, I recognize that all of this advertising, or much of it, from national concerns comes in plate form to you—in electro form; but, even so, there are times when you can affect the situation, and, certainly, when your local implement dealer, for example, is advertising some form of farm machinery, you can tell him, if you go about it the right way, how he can advertise that machine to best advantage to your circulation, and if you show him that such advertising will result in greater returns to him if he will arrange it in a certain way, if he will use the space in that form that you want it, if he will place his space in the way you want him to place it and word it in the way you want him to word it, I believe he will, for the most part, be interested in it, and that is the service that the country editor, in my judgment, should render to the merchants of his community. At the same time, he is rendering a service to the farmer. I am very confident of this, and I believe I have put it into practice in the practical work that I have had to do, that the farm paper should be sold for its editorial columns but that it should also be sold for the advertising that it contains, and, properly constructed, you can make that appeal to your circulation, that, in addition to the news which you carry, you carry facts about the business of farming in your display columns that he can get nowhere else and that he can afford to pay for as a subscriber, because you are taking pains with your advertising just as well as you are taking pains with the news columns.

Now, I have mentioned several things that are, perhaps, idealistic. I recognize that they are idealistic and I recognize just as much as you do that some of these things you can't put into effect this year because of shortage of labor, increased price of this thing and that thing, but I am mentioning them now just the same as I would if it were not war times, because I believe many of them can be put into effect even now; and as we look into these things and see why it is we are not getting results on all occasions on the points I am mentioning, I want you to note two or three things first—and I have found it is true in Tennessee in many cases—that the editor is indifferent to the farming surrounding him. I can't explain this, but I know it is true. I can't explain in any other way than to say that the editor, in many cases, has been all his life interested in setting type and the mechanics of the business, and when he comes to the editorial work, he doesn't see that the farming around him should likewise absorb his interest. No editor—and I can say this confidently—no editor can permanently succeed in an agricultural county unless he has an intimate sympathy with the farm people that are around his business, and when he gets that, many of these other things that naturally come into the discussion will fall aside, because they can be handled naturally by him. If he doesn't have that farm sympathy, and recognizes in his own make-up that he doesn't have it, then he will have to resort to several things I outline here as essential to the country newspaper business in a farming community. This applies to every editor I have ever seen: that the editor, in order to accomplish all of these things, is too busy. You go into one shop and you find that the man is too busy getting editorial matter to think anything about advertising; and I had one editorial association tell me, as it told the world around it, that to solicit advertising was unprofessional, that the editor should sit in his editorial chair and let advertising come to him. (Laughter.) Now, it is a glorious situation when an editor can do that; but I think that the profession as a profession is being lowered, and, particularly, the advertising value of your columns can never rise to its full height unless the editor himself, the business manager, or whoever you may call yourself in your community, goes out and points to the value of advertising in your paper. Please do not be too busy to look after the advertising.

This year, I have found many editors too busy with patriotic endeavors to look after their own business. (Applause.) I think, while this deserves the commendation of this body, and any other body, that there is, in a measure, an unpatriotic side to it when the editor tears down his business and the value of his paper in his community in doing things that some other man can do equally well. I think that the business enterprise of a newspaper in a county should be carried on from a patriotic standpoint,

so that, as long as this war continues, that business will be on a sound footing so as to be able to do what the Government asks to be done. (Applause.) And so I would urge, then, at this time, that there be some limit to the patriotic measures that you attempt as an outside worker in order that you may conduct your own business as a patriotic measure, for no man can say that the country newspaper is not essential at this time.

There are some men who are not looking for business. I had one editor—and I am really ashamed to mention this as coming from Tennessee, but I had one editor tell me, and tell a number of other editors, the other day that he was not looking for advertising, it was too hard to get, he couldn't get enough money for it and it took so much work in getting it arranged for the paper that he didn't care whether he got advertising or not, and that he depended upon his circulation. Now, that doesn't typify at all the country newspaper work in Tennessee or in any other State, but I just mention it to emphasize the point that a country editor must not be solely and exclusively an editor. This man is getting country correspondence in fine shape, but he can't afford to be an editor to the exclusion of some use of his business sense.

Now, in order to accomplish some of these things I have mentioned in the proceeding pages of this chart, I find that some shops are not equipped to do what they would like to do, and, in many cases, it would be inadvisable to add equipment, but, in other cases, it would be desirable. And then I find that most of them are not developing their editorial columns because of the expense—the expense of getting the news. I think this is suicidal, because, if the editor is not getting the news, he is failing to build himself up in the community.

I know you appreciate what I mention here on this page of the chart, namely, that the merchants, in most of your communities, have very little knowledge of the real use and value of advertising—how it can be used and how it can be displayed to get results. That is your business, then, to show him that it is the business of the newspaper to give service in advertising. Then, too, I find that the question of town and farm business is sometimes separated. I know a town in Indiana where the farmers have no dealings, practically, with the town, and the town practically boycotts the farmers, and yet the country editor is asked there to develop a community paper. The farmers write to Sears-Roebuck and get what they want. When they want to sell anything, they send it to a foreign exchange. When the local merchants want to buy anything from the farmers, they go to an adjoining county to buy it. Now, can you imagine a situation as pathetic as that? And yet I can cite you four or five towns in Indiana that are working exactly on that basis. The editor stands in a position to tie up the town and the farm business, so that our transportation facilities, for instance, this year will not be burdened by the farmer sending off a product and then the merchant bringing that product back later for sale to his customers. They can tie up the town and farm business so that the whole county develops, instead of the country community developing on its own basis and the town developing on its basis. There is one man who has made himself in Tennessee by his activity as Secretary of the Board of Trade in his town. I refer to F. Roger Miller, of Morristown, Tenn. He went into that community—and I don't think he will object to my developing this fact—he he went into that community and made two or three failures in a circulation way and rather turned the county against him before it was recognized that his were mistakes of the head and not of the heart, and he resolved to stay in that community, which was his own home community—another thing against him, in a measure. He resolved to stay in that community and develop it and prove his own faithfulness to the cause. He stayed there and has become, as I say, because of his own activity, Secretary of the Board of Trade. Being Secretary of the Board of Trade, of course, puts him in touch with advertising possibilities, and he has tied up the farming interests of that community with the business interests until Hamblen County is a unit in all of its activities in a commercial way; and Hamblen County has become known, through articles in the Country Gentleman and other papers, as one of the greatest poultry counties in the United States. As a matter of fact, it isn't a poultry county. The poultry is shipped through there. The poultry center is Morristown.

Now, as indicated on this sheet, it is my point of view that the newspaper man, the merchant and the farmer represent three business industries of a county. They are three forms of business which involve manufacture and selling, and the newspaper man is the key man to the three industries. He must not in his own business look at it as purely that of manufacturing, he must not look at it as purely selling, but must look at both sides of it, and, as he looks at the development of all businesses, he must see that the merchant has these two sides to his business and that the farmer has the two sides of manufacturing crops and live stock and of selling those crops and live stock. That is the county business, and upon the county business must the country editor develop his work.

Now, I know that some editors won't advertise in their own columns to bring out the value of their editorial space and their advertising space to the community. Mr. Albright does it—does it consistently. I have seen his columns and know how he drives home the fact that, so far as Sumner County, Tennessee, is concerned, he can do what they can't get done any other place in the way of the service that he can render them. That is the editor's business—manufacturing plus the sales end. The merchant has two sides. The manufacturing is done usually before the product reaches him, and he has the selling end. The farmer has the manufacturing end, but not many of them are advertisers. Let me plead with you, as a public-spirited citizen of your county, to increase in the farmer's mind the possibility of his advertising. I know one county in Tennessee where the farmers got together and formed a Livestock Association and advertised the sale of their live stock in the country papers immediately surrounding their territory and sold—now, this is not a large figure, but for that county, and particularly for that first sale, it is a large figure—$7,000 worth of live stock in two hours because of the advertising that they had done in the country papers, as a community of farmers, working together. It is worth the editor's while, and it is going to develop the agricultural interests in his community. It is a part of the county business.

I pulled this page from one of our Tennessee papers, the Cleveland Banner, to show that farmers are interested in developing things of a patriotic character. This is paid for by farmers, as listed here. The farmers are willing to get back of the business propositions and the patriotic propositions when they are called on to do so.

Now, I have reached the last thing, which is, perhaps, the one in which I am most interested at this time, and that is Agricultural Copy. I find that practically every man I have talked with has said something about the agricultural copy he has received. One editor from Colorado told me that he had received so much of it that it went into a basket—he got his mail, had it put in a basket

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NOTEWORTHY REPORT OF LEGISLATIVE COMMITTEE, NATIONAL EDITORIAL ASSOCIATION

Presented by Geo. E. Hosmer, Denver, Colo, to Convention at Little Rock, Ark, June, 5, 1918

IT is practically eleven months since the last meeting of the National Editorial Association Association at Minneapolis, and during that time the Legislative Committee has made progress, nothing like the progress we could have made under normal conditions, and with sufficient financial assistance.

When we stop to consider that during this time the Committee has expended less than $500, which covers the expense of three trips to Washington and several trips to meetings of State Editorial Associations, I think you will all agree with me that we have made a good showing on the expenses incurred. There is no good reason why this organization should not have 10,000 members paying dues into its Treasury yearly, and if the accomplishments of the last year are any criterion to base our calculations on, we will have that many.

A year ago in my report I used as a slogan, "Organize, coöperate, economize and stick together," and the greatest of these suggestions is "organize." With proper organization, the others naturally follow.

At this point I desire to read an editorial by Arthur Brisbane, the highest paid editorial executive in the world. It appeared in his paper, the Washington Times, a week ago this evening.

"Guy P. Clark, editor of the Clarksdale Daily Register and president of the Association of Mississippi Editors, requests the editor of this newspaper to address the editors of Mississippi at Jackson, or failing that, to write a message of advice. The advice being requested, here it is—it would not have been volunteered:

Members of the Mississippi Press Association are, as regards the great majority, publishers of comparatively small newspapers, small in circulation and small in profits, compared with newspapers in the big cities. Editors of the smaller newspapers in Mississippi and other states constitute the real public driving power and the real intellectual POLICE FORCE of the United States.

"Sixty millions of Americans, more than half the nation, live in the smaller towns and villages and read the smaller newspapers. And those sixty millions of Americans are the backbone of the United States. They are the farmers and those with whom the farmers deal directly. They are the men and the women that feed the rest of the United States and a great part of the world. These sixty millions of thinking, influential Americans, living far from the great centers of population, make up the constituency of the smaller newspaper editor—they belong to him, and he belongs to them.

"Because the editor of the country newspaper has this powerful, prosperous constituency, with its great purchasing power, the local newspaper's advertising, in proportion to cost and circulation, is by far the most valuable in the United States—to the man who has anything WORTH WHILE FOR SALE. The man who reads the small newspaper is the man who buys everything—unlike the man who lives in the small flat of a big city, depending chiefly on the can opener and the moving picture theatre next door.

"The small newspaper editor, with five hundred or a thousand circulation, should be recognized by the intelligent advertiser, the man of really big business, as the world's most efficient salesman. For the smaller editor, with five hundred, a thousand, or ten thousand readers, is a salesman possessing exclusively the best class of customers—that no other salesman can reach.

"Every subscriber to a country newspaper should be worth to the publisher at least six dollars per year net profit. And the competent local editor will net six dollars a year per subscriber when the value of local advertising is understood. If any salesman could offer to business men one thousand customers controlled by HIMSELF, and visited EVERY DAY BY HIMSELF AND BY NOBODY ELSE, such a salesman would be very cheap at six thousand dollars a year. But the country editor with a thousand circulation is today lucky if he makes three thousand a year, or even half of that, after he has satisfied the paper and ink dealers with their high prices, and local merchants with their notion that advertising is a present to the editor, and national advertisers that neglect their own interests by neglecting the country editor.

"Now for the advice, since it is asked, for the members of the 'Mississippi Press Association" and other state associations of editors:

"Do what the Thirteen States of the Union did in George Washington's day. Form a national union, mean it, and stick to it.

"Establish central bodies of control which among newspapers shall be in each state what the legislature is, and in the nation what Congress is. This writer, constantly urging upon big advertisers and the important advertising agents the value of the country newspaper, is told, 'They are so small that it is hardly worth while to bother with them.' That is what Germany might say of the United States if we had here forty-eight or a hundred little separate nations competing with each other instead of one big country.

"If the advertising power of the country editors and THE POLITICAL POWER OF THOSE COUNTRY EDITORS were properly organized and properly used for the benefit of the editors and of the country, there would be a different story told. There is just about as much, or rather as little, interest in the country editor now as there was among politicians regarding women—before woman could vote. But now some women vote—observe how important those women have become. Statesmen are anxious to find out what the women want and are anxious to do it, because the women are united at the ballot box. Before women could vote it made no difference what they wanted, the politicians were too busy to care.

"Editors need agreement as to the advertising value of their space—most of which is now almost given away—consolidated buying of paper and ink and united action to make public men and advertisers realize their importance.

"It seems late to say 'In union there is strength," or United we stand, divided we fall."

"Yet it is a fact that the country press lacks strength. lacks the dignity, the profit, the respect to which it is justly entitled, and it is also a fact that the editors do not stand united for the benefit of all. They lack union absolutely.

"Conventions in every State, attended by editors of all newspapers in the State, should protect local interests and devise methods of making business profitable to the advertiser and the publisher. And great national conventions of the local newspapers, addressed by the most important men in the nation, and looked upon as the most important gatherings in the nation, should be held often enough to keep the editorial associations of the different states in touch with each other.

"The smaller newspapers of the country suggest now a pile of bricks thrown loosely and carelessly upon the ground—you have seen such a pile. The different journalistic bricks should be cemented into a solid wall, a great structure of public opinion, public power, industrial, commercial promotion, giving to every editor of power and character the prosperity, the rank to which he is entitled—and eliminating the others.

"Local editors, united, organized, would control the buying power, political power, and the educational power of the country. ARTHUR BRISBANE."

The advice given in that editorial is the same advice I gave you in my report a year ago, the same advice I gave you two years ago in New York, and three years ago when I was retiring from the presidency of this organization at Los Angeles. It is the same advice that leaders of this organization have been advancing for twenty-five years or longer. Those of us who have been studying conditions in newspaper organizations for a long time can see big strides forward for this year. We can report now over 3,000 members in this organization, while last year we had but a few hundred. The war has kept hundreds away from this meeting, but it has not kept their interest from being centered here this week We have made a great start in organization.

Last year, it will be remembered, we endorsed a proposition authorizing the Federal Trade Commission to supervise the operation of print paper mills and definitely fix the price of print paper for the period of the war and at least six months thereafter. This proposition was put before Congress in a measure called the Smith Bill, introduced by Senator Mark Smith of Arizona. A week was devoted to discussion of this measure in the Senate, but on account of the claims of certain large newspapers made on the floor of the Senate by such newspaper men as Senator Hitchcock of Nebraska and Harding of Ohio that the measure was not needed on account of the agreement that had been made between the U. S. Attorney-General and some of the larger mills to abide by price to be fixed by the Trade Commission, and the further fact that a bitter fight was made against the bill by such men as Senator Smoot of Utah, Gallinger of New Hampshire, Sherman of Illinois, Read of Missouri and Hardwick of Georgia. On account of the measure giving such broad powers to the Government, they declared it was nothing more nor less than Socialism. They further claimed that it would permit the Government to close any newspaper they wanted to. We contended that we preferred to be at the mercy of the Government than at the mercy of the print paper manufacturers who had deliberately created a panic in the news print market the latter part of 1916 and the forepart of 1917. As to the claims of Senators Hitchcock and Harding, we contended, and it was proven, that the mills signing the agreement represented only about 50% of the print paper manufactured on the American Continent, and that unless the other mills operating under the agreement with the Attorney-General would be subject to higher prices than those fixed by the Trade Commission. Well, the Bill was defeated by four votes in the Senate, and immediately attorneys representing all the mills who had not signed the agreement notified the U. S. Attorney's General's office that they had decided not to sign, although a few days before, when the Smith Bill was under consideration, they had said they would bring their clients in and have them sign. Apparently this shows only one thing, and that is if the Trade Commission fixes a fair price, as we are sure they will, that these mills who have not signed will endeavor to get a higher price than the price fixed by the Commission. I just came from Washington, where I listened to the last evidence given to the Trade Commission in the hearing to fix prices of print paper for the period of the war. The arguments are now being made, will close tomorrow; then if the Trade Commission fixes a price somewhere around the figures agreed on for sales for January, February and March of this year, we can expect those mills who have not signed the agreement to abide by the price fixed by the Commission to start in on a campaign to create another panic and hold up the newspapers for a matter of $25,000,000 or $50,000,000, as they started to do in 1917. You know it is a clear matter of record that the work started by this organization at its meeting in New York two years ago, and assisted by the A. N. P. A., Southern Publishers, Inland Daily Press and the various other state and district newspaper organizations, saved the newspapers of the United States $25,000,000 on their purchases of news print in 1917, and have saved them half as much in the first half of 1918. For you all know that it was our work that started the investigations and reports of the Federal Trade Commission. Now, do not get excited at some fanciful tale told you by a paper mill representative, a paper jobber or dealer, as to a shortage in print paper. There is more paper today in the hands of publishers than there ever was before, and while the mills have not as large a stock as they carried prior to 1917, there is no cause for panic. Therefore, do not become stampeded by the claims of any paper salesman. If they attempt to start in with a big advance in the price of paper being made by the mills not under the Government contract, we have a measure before Congress very similar to the Smith Bill introduced by Congressman Barnhart of Indiana which has been held as a club for just such an emergency. The Bill is favorably reported by the Printing Committee of which Mr. Barnhart is Chairman, and can be taken up for consideration at any time.

Now as to the present cost of manufacturing print paper. The figures as prepared by the Federal Trade Commission experts show that there has been an increase in the cost of manufacture for the first three months of this year over the costs for last year. From an average cost last year of $44.29 per ton for the nine mills whose costs are being investigated by the Trade Commission at this time, investigation shows that the costs for January, February and March have risen to $51.47 per ton, or an increase of $7.18 per ton. This, of course, covers the period when costs were the highest on account of mills being closed down for fuelless days and other complications of the recent severe winter. The month of March shows a slight reduction in cost over the costs for February. As these figures include the selling cost, administration expense, depreciation, etc., it seems as though the prices should not go over $3.00 per hundred pounds for roll news at mills in car lots, and $3.25 at mills for sheet news in car lots. In this connection, I desire to call your attention to the fact that we stopped a scheme that was being started to rob the smaller newspapers of the United States of at least 25c on each hundred pounds of print paper purchased, by the establishment of a new

differential between roll and sheet news. Never in the history of the print paper industry has there been a greater differential than 25c per hundred pounds until the contract signed last November by the United States Attorney-General and these nine big mills, when they placed that differential at one-half cent a pound. By the introduction of proper testimony at the hearings before the Trade Commission in January and February I stopped this plan, and (as far as I know) no paper house is attempting to get more than 25c differential.

When the Print Paper Manufacturers Association was dissolved last November, following the prosecution of these manufacturers who had signed the price agreement, there was an understanding that there would not be any further attempt to control the print paper market, yet a new organization has been perfected, and some people say it is preparing to create another panic like the 1916-17 one, and thus control and boost prices.

In concluding my report as affects the Print Paper situation, I would again admonish you not to get panic-stricken as many did in 1916 and early 1917. If any statement is made to you that tends to create such a panic, and you are not prepared to refute, it, do not get scared, but write to the Federal Trade Commission, Washington, D. C., and asks for the latest information on the subject. They are preparing monthly bulletins which we should make use of to our profit. All kinds of canards may be looked for. For instance, the week before last a statement was made to people who were attending the Inland Press Association in Chicago that the Government was preparing to take over the machinery of at least 50% of the print paper mills of the country, thereby reducing production at least 50%. Of course, there was no basis for the statement, but I saw one or two men who were badly scared from having heard it.

Among other matters that we have considered, and which are of vital importance to the newspaper-makers of the country, is the postage zone question. You will remember that in the revenue bill passed last Fall there was a provision that all newspaper mail should be handled on the zone basis. That bill also provides a different rate of postage on the advertising matter in the newspaper from the reading matter in all but the first two zones. During the past few months an organization of the periodical publishers has been very active in an effort to have this law stricken from the statute books and the Government go back to the old flat postage rate. As I see it, there is not a chance for any such action being taken, and we must prepare to handle our business on the zone basis. I think if we show the proper spirit and the proper organization that we can have everything considered at the same rate in the same zone; that is, no difference between advertising and reading matter, in the rate of postage, but I am certain from my conversation with Senators and Members of Congress that there is not a chance to ever go back to the 1c a pound postage rate for all parts of the United States. And why should we? There certainly can be no reason why concerns like the Curtis Publishing Company should be given a bonus of millions of dollars in postage every year. There can be no good reason for charging you the same postage rate to deliver your paper into your neighboring town ten miles away, or two miles out in the country on a rural route, that is charged the Woman's Advocate of Augusta, Maine, to deliver its publication to Pasadena, California, especially when the Women's Advocate has no legitimate circulation, but is sent forever to anyone whose name they may secure at a nominal subscription rate of 10c a year, so as to give circulation to the advertising which it contains. The newspaper men of the country are not beggars, we want to pay the cost of handling our paper in the mails, and we should not be used by papers with a nation-wide circulation to get big bonuses for themselves. The most of the newspaper mail of the country (I mean the papers mailed by the newspapers of the country—not periodicals) pays its way at the present time. We went on record a year ago in favor of a proper zone system, most of the newspaper organizations of the country are on record in favor of such a plan, and I believe we should maintain that standing, but endeavor to get the Bill amended so as to save some of the bookkeeping which will be required under the law going into effect July 1st.

The Government envelope contract expires next year, and we should endeavor to see to it, if such a thing is possible, that the Government does not continue in competition with the job offices maintained by the newspapers in the smaller cities of the country. If it were not for war conditions we would have no trouble with this matter. As it is, I do not know what we will be able to accomplish.

The newspapers of the country should be proud of the record they have maintained during the year we have been at war. There is scarcely a newspaper in the United States that has not done free Hundreds of Dollars worth of work for the Government. This is as it should be. We should do everything we can to bring the war to a successful finish, but the Government should also, when something really important is on, like the next Liberty Loan, takes space in every newspaper in the country to advertise that fact.

Another thing that the Government should do is to stop about 99% of the publicity that is being sent out from the various departments of the National Government, and the same condition exists in the various states of the Nation. If at Washington a thorough city editor was employed to edit the hundreds of pages of dope that is sent out every day to the thousands of newspapers of the country, a great saving would be made in paper and in labor. The same mehtod of conservation could be applied at the various state capitols.

Now, in conclusion, I should say that we ought to make a determined effort to put this Association on such a financial condition by next December that permanent headquarters could be opened in Washington, from which point the man in charge could attend various state and district meetings, look after legislation, etc.

COUNTRY WEEKLY FILES ARE HISTORICAL RECORDS

"Bound files of the local weekly papers should be preserved in every public library as invaluable records of local history," said Prof. Willard G. Bleyer of the Department of Journalism of the University of Wisconsin in addressing the Wisconsin Library school recently.

"Unless bound files of local papers are kept in the public library, these important records are not likely to be preserved, as through changes in ownership and by fires in newspaper plants the files kept by the newspapers are often lost to the community.

"Although most newspaper publishers are willing to donate copies of their papers to public libraries, there is no good reason why a library should not subscribe and pay for these copies just as it does for books and magazines. A librarian has no more right to ask a newspaper publisher to give his paper free of charge than she has to ask book publishers to contribute their books to the library."

REPORT OF COMMITTEE ON RESOLUTIONS

Presented by Edward Albright, Chairman, Hot Springs, Ark., June 7, 1918

RESOLVED, That members of the National Editorial Association in annual convention assembled, reaffirm their unfaltering allegiance to the Government and pledge to President Wilson and all in authority their support of the Government in winning the war against the central powers to the end that Liberty and Freedom shall not perish from the earth.

2. That we return sincere thanks to the citizens of Arkansas as individuals and as represented by their various committees for the royal welcome and excellent entertainment this association has received. Nothing has been left undone to make our stay both pleasant and profitable. We shall not soon forget this kindly expression of genuine Southern hospitality.

3. That we reiterate the sentiment expressed last year asking Congress to pass a bill giving the Federal Trade Commission power to fix prices on print paper for the period of the war and six months thereafter, and that at this time we heartily endorse the Barnhart Bill now before the House of Representatives on this subject and urge its immediate passage as the only sure solution for the print paper problems of the day. We desire to commend the work of the Trade Commission in its efforts to get the facts as to the cost of production and feel sure with the legislation proposed in the Barnhart Bill there is no possibility of a recurrence of the conditions that prevailed in the print paper market in the latter part of 1916 and the early months of 1917 but that without such legislation there is grave possibility of the recurrence of those conditions, as only a trifle over half of the paper mill production of the country has signed the agreement to sell at the prices determined by the Trade Commission at its hearing just closed.

4. That the practice of the Postoffice Department of competing with the job departments of the newspapers of the country on printed envelopes is unfair and unjust and has long outlived any demand there ever was for such a practice. Therefore we urge Congress to pass a measure prohibiting the Postoffice Department from soliciting orders for printing or having printed on them than "Return in ..... days to ....., Postoffice, State." And that from the date of the expiration of the present contract no further contract be made for printing any Government stamped envelopes with the name and address of any person, corporation or institution thereon.

5. WHEREAS, The Government of the United States is pledged to a policy of conservation of paper and labor among other factors of material and human energy, and WHEREAS, it is apparent that there is a tremendous waste in the preparation and distribution of publicity to the newspapers of the country from the various departments at the National Capital, and WHEREAS, There is no coördination nor correlation between the various publicity agencies in handling press matter and less than 3% of such matter is published in the press of America, therefore be it

RESOLVED, That the National Editorial Association in convention assembled urges a reorganization of the publicity activities of the National Government to the end that waste and duplication of effort be eliminated and that a system of intelligent and co-ordinated preparation and distribution of publicity matter from all departments of the National Government be devised and put into effect.

6. It is recommended that in view of the exigencies of the war making it necessary to conserve labor and materials entering into the compilation and manufacture of newspapers that the size of all newspapers be reduced to a minimum and that publishers coöperate to reduce the number of editions. This will bring about a great saving to the printing and allied trades in paper and in the labor of workers engaged in the distribution.

7. WHEREAS, the National Editorial Association, at its annual convention in 1917, expressed its approval of the zone system so called for rates of postage on second class matter, and WHEREAS, the Congress has, by Section 1,101 of the War Revenue Act of 1917, established a zone system with different rates of postage on advertising matter from that portion of the publication other than advertising matter, it is hereby

RESOLVED, That the National Editorial Association hereby reaffirms its approval of the establishment of the zone system in general, but emphatically protests against the cumbersome, burdensome, and wholly unnecessary details which will be imposed by the actual working out of said Section 1,101 in requiring a different rate of postage on advertising matter. It is also

RESOLVED, That the Congress be requested to amend said Section 1,101 by striking out the objectionable requirement of the law, and to postpone the taking effect of the law until such amendment can be enacted.

8. WHEREAS, The National Editorial Association is being reorganized on a broad national basis by coördinating the several state, county, and district associations of the country, and WHEREAS this reorganization process will entail a great deal of development and organization work and will require the efforts of an organization secretary and perhaps assistants, therefore, be it

RESOLVED, by this Association that the constitution and by-laws be and are hereby amended to provide that the the amount of compensation running to any paid officer be adjusted, authorized, and ordered paid by the Executive Committee, and that the Executive Committee is hereby authorized to employ an executive secretary and any assistants deemed expedient, and that the said Executive Committee may pay such expenses or compensation for such services as in the opinion of the Executive Committee the funds and circumstances of the Association seems to warrant.

EDWARD ALBRIGHT, Chairman.
J. C. BRIMBLECOMB,
H. B. SYKES,
H. U. BAILEY,
E. E. BRODIE,
G. W. HUGHES,
Committee.

"Editor Made Honorary Member of Press Association
(From National Printer-Journalist, May, 1888)

"The editor acknowledges with sincere thanks the highly appreciated compliment of having been chosen an honorary member of the Arkansas State Press Association. The compliment is not taken as entirely personal, but only as acknowledgment of efforts to advance the editorial profession through the organization of the National Editorial Association, and the establishment of the Journalist. The compliment is more grateful on that account. The widespread, deep and increasing interest taken in every step to advance, elevate and improve journalism throughout the world, is one of the encouraging signs of the times."

N. E. A. CONVENTION SIDELIGHTS

(Editorial Observations Unconventionally Noted)

Among those who class themselves as conscientious objectors to public receptions, and ordinarily confine themselves to their sanctum sanctorums, was a certain decorous editor. He enjoyed the reception by Governor and Mrs. Brough at the State Capitol so much, however, that he went through the lines twice and came out "over the top" with the observation that "receptions are not so bad after all."

Mr. J. M. Palmer of the Register, Blue Earth, Minnesota, showed himself to be quite a mixer and he does not entirely confine his mixing to the male sex as will be seen by an inspection of the picture taken in front of the hotel in Hot Springs.

The singing meister of the convention was Mr. D. M. Jones, baritone soloist of Mankato, Minnesota. On more than one occasion, Mr. Jones proved himself a saviour of situations. On the trip from St. Louis to Little Rock, Sunday morning, he was responsible for a good deal of social enjoyment which turned an otherwise tiresome journey into one of pleasureable sensations.

Most of the sessions of the Convention were opened with the singing of "America, My Country," the national anthem by Editor Jens K. Grondahl, of the Red Wing, Minn., Republican. The spirit of the anthem caused men and women to sing who are not accustomed to give expression to their feelings by the exercise of their vocal chords.

The calling of the Convention to order at both Little Rock and Hot springs was accomplished with some difficulty by President H. C. Hotaling because the call to enjoyment of Arkansas hospitality proved more alluring.

The scenic beauty of the country round about Little Rock was fully appreciated by the editors. The editorial contents of one touring car, driven by a good printer, who, by the way, rather enjoys the distinction of being a Republican where the prevailing sentiment is otherwise, were chocked full of the healthy appreciation of Little Rock and Arkansas by the eloquent disquisitioner. Mr. H. G. Hugh, although not a newspaper man, proved himself to be a regular fellow.

That a soldier's life is not all gloom and sickening monotony, was made apparent to the visitors at Camp Pike Monday afternoon. The patches of sunshine are plenty and the good, wholesome food provided three times a day, if the big, bounteous supply furnished at Camp Pike, is a criterion, is sufficient fuel for keeping the fires of patriotism burning a white heat most of the time.

The Arkansas Quartet, with Earle W. Hodges, as leader, made the corridors of the big marble capitol ring with songful praise after the reception held by Governor and Mrs. Brough. This quartet, with unusually developed vocal abilities, did as much to win the N. E. A. Convention for 1918 as anything else, unless it was the eloquence of the Governor of the State.

A few members of the Arkansas Entertainment Committee which made the National Editorial Association Convention one of the most enjoyable in its history

Top row, left to right—T. E. Wood, chairman Arkansas Railway Commission and publisher; Erwin Funk, Rogers, Ark., publisher Democrat, and Recording Secretary of Arkansas Press Association; Clio Harper, of the Parke-Harper Co., publishers, Little Rock; Earle W. Hodges, Ex-Secretary of State of Arkansas, president of the Hodges Motor Sales Co.; E. W. Buckley, Western Newspaper Union.

Bottom row—John A. Riggs, publisher of Hot Springs New Era; Roy L. Thompson, chairman of committee, vice-president of Democrat Printing and Lithographing Co.; Frank N. Henderson, publisher Courier, England, Ark., secretary of committee; Charles H. Brough, Governor of Arkansas; Walter Ebel, now publicity manager for State Food Administration; R. O. Schaefer, secretary of the Arkansas Press Association and publisher of Southern Construction News.

The trip by automobile to Eberts Aviation Field at Lonoke was a revelation to the visitors concerning the wonderful development of agricultural Arkansas. Mr. J. A. Coleman, of Coy, Ark., an agriculturist of ability, in whose machine the editor of this magazine, in company with the Past-President and the President-Elect of the Arkansas Press Association, viz.:Messrs. T. L. Pound and L. B. White, rode, was able to give expert and first-hand information regarding every part of the country traversed.

When the girl ushers at the editorial and press frolic Friday night proved to be boys, the dignified members of the editorial fraternity who had been shocked beyond measure by the familiarity of the "girls" recovered their equipoise.

The raising of money for the purchase of the chest of silverware for retiring President and Mrs. Hotaling was one of the most pleasurable duties undertaken, for it demonstrated in a wonderful manner the popularity of Mr. Hotaling and the appreciation every one holds of the splendidly unselfish manner in which he has conducted the affairs of the Association. None of the thirty-three presidents of the N. E. A. has been more popular.

Mr. Frank P. Goss of Seattle demonstrated that he has a perfect right to wear the title, "walking orator of the northwest." His perambulating oratory was largely responsible for the winning of the convention. Some of the editors are to begin perambulatory training preparatory to attending the next convention at Seattle, and Vancouver. Several are of the opinion that three cents a mile fare on railroads is sufficient encouragement toward the re-adoption of the old practice of walking.

Mr. L. A. Hornstein, Publicity Manager of the Mergenthaler Linotype Company, of New York City, was among those present. Mr. Hornstein was one of the hosts of the Association at the Convention in New York two years ago. Many of the editors who met him there were glad of the opportunity of renewing the acquaintanceship.

While at Hot Springs, Mr. Hosmer of Denver, received a copy of a daily paper published in that city picturing his little daughter as the prodigy of local educational circles. She has completed the eight grades of school work in five years, proving that the leaven of intellectuality is spreading through the family.

Idaho was represented by W. Lloyd Adams of Rexburg, who has had a wonderful success and has shown what diligence and application of the modern principle of coöperation will do. Idaho is a state in which incompatibility is hardly known, so it is possible that Mr. of coöperation will do. People, 'way up among the mountain peaks, where nature's grandeur is so wonderfully expressed, are given to thinking along broad lines. The petty rivalry of the plains, evidently, is foreign to them.

Mr. George Schlosser, the Secretary of the Association, exercised his good nature to the extent of getting new members of the N. P.-J. family. Among the new members thus introduced into the big family circle are the following:

H. R. Ripley, Tipton, Iowa.

Everett W. Smith, U. S. Food Administration, Washington, D. C.

Cashion & Cashion, Perryville, Mo.

John C. Rogers, Dyersburg, Tenn.

O. H. Lomen, The Ryder News, Ryder, N. D.

J. H. Bloom Devil's Lake, N. D.

C. D. Armstrong, Victoria Island Development Association Victoria, B. C., Canada.

R. H. Hand, Yellville, Ark.

Chas. Goslee, Hot Springs, Ark., P. O. Box 577.

H. L. King 2625 Chicago Ave., Minneapolis, Minn.

W. R. Smith, State Printer, Topeka, Kansas.

One of the enjoyable trips taken by some of the editorial visitors was the educational tour of inspection of the big plant of the Democrat Printing and Lithographing Company at Little Rock under escort of Mr. D. D. DeHaven of the Western Newspaper Union. This plant, modern in every respect, is one of the largest in this section of the country and it was here that the great book, "The National Editors Magazine," was produced. The magazine consisted of 204 pages and cover and was 10¼ x 13½ inches in size, weighing nearly three pounds, and every pound freighted with the most interesting information concerning Arkansas and the people which go to make up the state. Any editor who is interested in knowing something more about the state of Arkansas, should send for a copy of this book. Messrs. R. O. Schaefer and Frank N. Henderson are the publishers. Their address is 209 Masonic Temple, Little Rock, Arkansas. The book sells for 25 cents and is well forth the price to any one who desires a compendium of information concerning the State of the South.

Returning from Lonoke, with the same pleasant company in a machine driven and owned by Judge J. M. Gates of Lonoke, it was observed that there is still some unoccupied land not owned by the Judge. It seems that when this courteous product of the new South is not occupied with the performance of judicial duties he runs a general merchandise store, superintends several plantations of immense size, builds roads, takes occasional trips to Chicago and other large suburbs of Little Rock, and is a decidedly big factor in bringing the State of Arkansas to the front. He has all the ability of the modern newspaper man, including the faculty of making money. When a man can buy land at Ten Dollars an acre and in a few months sell it at Fifty Dollars an acre, he needs a Cost System, not so much to learn how much he is losing as to discover how much he is making.

According to Mr. L. B. White, the new president of the Arkansas Press Association, the farmers of Arkansas are not borrowing money these days. Three years ago, they borrowed money from local banks to the extent of their ability but today have money on deposit and the bankers are lying awake nights trying to devise ways whereby they may get people to borrow the money that the farmers are piling into their coffers by the thousands.

Mr. Frank N. Henderson proved himself to be one of the most resourceful managers of crowds extant. He was the informer of all informers and tirelessly worked to promote the pleasure and comfort of every visitor. Associated with Mr. Henderson were the following "live wires" of Little Rock: Fred Heiskell, Albert E. Clark, R. O. Schaefer, Clio Harper, Fred Pattee, Earle W. Hodges and D. D. DeHaven.

Some of the editors seemed to enjoy the experience of being left at Bauxite, Arkansas, after visiting the aluminum mines, for they had very agreeable company. Following a visit to the Niloak Pottery located at Benton, Ark., it was noticed that a number of the willing laggards had sauntered up to the station with a nonchalance that was eloquent of their feeling of contentment. Arkansas hospitality was rife and whenever one of the visiting hosts expressed a wish to go anywhere, there was always some willing person at hand to furnish him company and offer all desired information.

The eloquent clergyman of Arkansas who spoke at Hot Springs Wednesday night and stirred up a hornet's nest, was promptly checked up by the President of the Associations, when Mr. Hotaling made it clear that the National Editorial Association was at war, not only were its members represented on the battle front and in army camps, but that they are being largely depended upon to conduct things at the home base. They couldn't all attend the convention because they were following the biblical injunction to put first things first, and in hundreds of instances that meant to stay on the job of supplying kindling for the home fires. Just how they could be kept burning without the aid of the country newspapermen, is an interrogatory which no one cares to take time to answer.

There was no climbing of mountains the morning of Friday. The heighth of certain hotel bills gave so many of the scribes opportunity for elevating observations that they were amply satisfied.

A student of psychology would doubtless have had plenty of food for thought if he had attended the session of the convention when the question of choosing the next meeting-place was being discussed. The waving of the red flag of autocracy had more to do with influencing the emotions than a direct appeal to the intellect would have had. The earnestness of the invitation was very marked and the salesmen from the Northwest showed they have full confidence in their goods. The next step will be a delivery of the merchandise.

A large number of the visiting editors stopped to stroke the fur of the "Arkansas Thomas Cat." The owner of the feline, Jefferson Davis Orear, proved to be a most interesting character and offered occular demonstration that he has mastered the art of camouflaging. No one will ever enter his office to "shoot up the place," without being first seen by the editor. He has a periscopic arrangement at his desk which permits him to see without being seen.

The "Arkansas Thomas Cat" is "a Journalistic Highball Run by a Heathen." Its principles are given as: "Elevation of Horse Thieves and Public Morals," "It Believes in One Country, One Flag and One Wife at a Time," "Love Your Friends and Brimstone Your Enemies."

BENJAMIN B. HERBERT

[Memorial by Secretary Emeritus A. O. Bunnell of Dansville, N. Y., read at the Sixty-fifth Annual Convention of the New York Press Association, held at Rochester, N. Y., June 26-28, 1918]

Father Herbert, as he was affectionately known throughout newspaperdom, as the founder and builder of the National Editorial Association and the National Printer-Journalist, and a prized member of the New York Press Association, died at Minneapolis, Minn., June 10, 1917, in his 74th year, while in attendance at the Thirty-second Annual Convention of the National Editorial Association. En route the members had paused at Red Wing to take part with early neighbors of Father Herbert in the unveiling of a bronze tablet in his honor, placed on the building in which he edited the Red Wing Republican when the happy inspiration came to him to organize an association which should largely bring into oneness of thought and action the journalists and printers of the whole country. The ceremony literally overwhelmed him in a deluge of laudation. At the opening of the convention, another ovation awaited him, and in this atmosphere of love and praise, Father Herbert fell asleep,

"Like one who wraps the drapery of his couch
About him, and lies down to pleasant dreams."

This was a gracious ending of Father Herbert's fruitful life. He had lived to witness the high hope of a day become a faith on the morrow and an achievement the day after. He was entitled to his rich reward. Tenderly he was laid to rest beside old neighbors. Peace to his ashes, honor and love to his memory. Surviving him are his widow and two sons. The sons are fortunately following in the footsteps of their illustrious predecessor.

The National Editorial Association met in annual convention last month, and for the first time in all its years the loved founder was absent. But his spirit animated the convention and throughout all the future the Association will be strengthened and advanced by Father Herbert's planning, for he was a man of far vision, and founded with a purpose.

Before the advent of the Association the business horizons of the craft were bounded by immediate localities and narrowed by petty rivalries. All this was changed to a broadness of view which, seeking the general good, has created high ideals and great skill in their execution. Better than all, Father Herbert's influence brought about such a feeling of fraternity that it has often been reasonably declared that had the Association been organized before the fateful years of 1861-'65, there would have been no Civil War.

The rich fruitage of Father Herbert's labor is the true measure of his personal influence. At the conventions of the Association he was always a central figure and helpful in manifold ways, modest in presenting his views, with now and and then a rare touch of dignity, they came with an enthusiasm that was contagious and effective. His gentle nature, deep and gracious, moulded kindly patriarchal features—an index of what he was. As such we will always hold him in loving memory in unforgetting hearts.

AMERICAN DYE INDUSTRY ESTABLISHED

Mr. L. A. Ault, President of the Ault & Wiborg Company of Cincinnati, is the authority for the statement that the capital at present invested in the manufacture of dyes in this country is approximately $400,000,000.

The dye manufacturers of the United States recently held a meeting and adopted plans for insuring the perpetuation of the manufacture of dyes and dry colors in this country which will compete with those manufactured in any country on the globe.

The Association of dye manufacturers will devote themselves to building up a foreign as well as domestic trade, will standardize colors and encourage scientific research.

They will make it plain to the Government at Washington that a tariff shall be adopted permanently to protect American dye manufacturers.

The United States is said to be now entirely independent of the necessity of depending upon Germany for colors and even though a peace is effected whereby Germany will be given any commercial recognition, Yankee inventiveness and resourcefulness will enable American manufacturers to maintain their commercial superiority.

AGREES WITH MR. FRANCIS CONCERNING PLANT MANAGEMENT

1309 Bedford Avenue,

Brooklyn, N. Y., June 21, 1918.

Editor National Printer-Journalist, 4610-18 Ravenswood Avenue, Chicago, Illinois.

Dear Sir:—I was very much interested in an article by Mr. Davis relating to the bonus system in printing plants, but I must say that I consider the objections of Mr. Charles Francis to be very good ones. The amount of detail necessary to carry out the system effectively would prove a great drawback.

It may have escaped your notice that a firm in Boston, a machine plant, I think, studied out this proposition some time ago, and although I cannot remember the details, the gist of the matter was something like this: All the money earned over a certain amount, which was determined according to operations from year to year, was paid out in percentage increase to the employes at the end of the year, share and share alike; that is to say it might be two or three per cent over the men's regular wages. All those who had been in the plant for six months or more were entitled to this percentage, provided it was earned through economy in the use of supplies or increased efficiency in production. Of course, the firm reaped a certain benefit itself, which made the plan truly coöperative. The men watched each other, so that there was no slack work or waste of any kind, and each man knew that the harder he worked, the more he received.

Perhaps this or some similar form of coöperation offers the best solution for labor troubles, in that it tends to satisfy those who work and make them feel that they are getting full value for any extra effort, either mental or physical, which they may make. In studying these problems, we have to look more at the view of the "other man" than that of ourselves, and I think Mr. Francis has summed up the whole matter very beautifully in his letter.

We seldom or never hear of strikes or dissatisfaction in plants like that at Port Sunlight, England, or the Proctor & Gamble plant in America. After all, men are apt to be satisfied when they are fairly treated, and to be dissatisfied when they are not, which, by the way, is merely another demonstration of the everlasting truth of the Golden Rule.

Very truly yours,

JOSEPH C. WHITE.

NATIONAL PRINTER JOURNALIST
A JOURNAL for PRINTING and ALLIED TRADES

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CHICAGO, ILLINOIS, JULY, 1918

The delay in the production of this month's edition of the National Printer-Journalist was caused by circumstances entirely beyond the control of the office of publication. The official stenographer of the National Editorial Association Convention delayed the full transcribing of his notes until nearly three weeks' time after the adjournment of the Convention. The copy for the routine report of the Proceedings did not reach the office of the National Printer-Journalist until a month after the Convention closed. The delay has made necessary the postponement of the publication of the official minutes of the sessions until August, though most of the addresses, obtained directly from the authors, are presented in this July issue.

* * *

That the National Editorial Association has made phenomenal progress within the last year is admitted on all sides. The self-sacrificing efforts and the generous giving of great blocks of time by the President, H. C. Hotaling, was largely responsible for the advances made, but seconding Mr. Hotaling in all his work and co-operating with him in every activity, was Mr. George E. Hosmer, the Chairman of the Legislative Committee, who rendered distinguished service. The editor has learned upon reliable authority that Mr. Hosmer has devoted, in all, nearly two months of his time in the interest of the National Editorial Association, in the attendance upon state conventions and in Washington, D. C., keeping in touch with Government commissions and departments.

If the National Editorial Association membership of nearly 5,000, several times larger than that of any other organization of its kind in the world, gives Mr. Hosmer as the newly elected Chairman of the Legislative Committee, and the other officers of the Association, hearty support and ready co-operation, there is no question but that further results of greatest practical value may be obtained.

* * *

Military authorities of unquestioned repute have decided that it will be necessary for the United States to send between three and five million men to the front before the war can be won, and to do this it will be necessary to expand the draft age in both directions.

It is probable that the ages will finally be placed from 18 or 19 to 40 and possibly 45, especially if the liberality in the exemptions continues.

With these facts in mind, preparations are in order for the printers and publishers of the nation to meet all contingencies that may arise.

The installation of labor-saving machinery must be given serious consideration. The cutting out of all unnecessary items of expense in handling work is essential.

Those who publish newspapers, the value of whose services is now fully recognized by the Government as part and parcel of the machinery necessary to the conduct of war activities, have every right to claim priority in consideration. They should not yield from their position.

Every newspaper publisher should maintain and strengthen his service of keeping up the morale of the community and aid in the flotation of liberty loans and the sale of war savings stamps, support of Red Cross, Y. M. C. A. and other war activities.

There is positively no agency which can be more useful in keeping "the home fires burning" than the American Press. This branch of the graphic arts industry, the Fourth Estate, is fully entitled to priority in the rating of industries necessary to the successful conduct of the war.

* * *

Profiteering by labor unions and employes engaged in war industries should be stopped, the offenders punished and put under control with the same zeal for patriotic advancement of the nation's best interests as is exercised in regulating manufacturers of and dealers in war supplies. The paying of wages grossly in excess of those prevailing in the several industries from which the workers have been taken has upset the labor market and caused great hardship to employers upon whom the Government depends for the purchase of bonds, Red Cross contributions, and other features necessary to the successful conduct of the war. Profiteering, whatever its guise, should not be condoned nor excused but promptly stopped, regardless of a possible reaction upon certain political camps.

REVIEW OF JOB PRINTING

Address all communications to Alfred R. Gardner, 4610 Ravenswood Ave., Chicago, Ill.

DURING the past months it has been the aim of this department to show our friends how they can secure the best possible results with materials which they already possess. Few printers, especially at this time, can draw upon the type foundry for material whenever something is needed to give a job the desired finish. Besides, it is poor policy to buy material for special purposes, unless it is something which will work in very well with the average work which the shop handles.

Too many shops are overloaded with material of this kind already. The printer having a small but usable selection of type and material which he knows thoroughly how to handle will generally turn out the best work. An over-supply causes confusion, the result being that the work done is seldom up to the average.

Probably the maximum percentage of good work was done in "Ye Olde Tyme Printeries" that had but few types and were compelled to use them in ways and with a knowledge of which most of us do not even dream, yet they produced work which, in centuries after, we look to as models of typography and art. There was no secret about the work of these old masters that we do not possess. Nothing that we cannot do as well or better if we but will. Theirs was the work of minds and hands devoted to the work before them. We can secure equally meritorious results by giving our work the same thought, and because of greatly improved mechanical facilities the labor of our hands should be incomparably less.

Many printers have an idea that these old masters possessed something of which we do not know. This is not so in fact, for even the spirit with which they did their work lives with us today and is ours for the seeking, together with the added advantage of centuries of the experience of others of whom they knew nothing.

No doubt to some readers the criticisms of this department may seem far fetched—sometimes they may indicate changes of which you would not approve. Some of the jobs which we criticise and endeavor to improve we do not approve of at all. But it is not the part of this department to show how a job might be set but how it can be. We aim to make the work constructive—to show the printer how he can get the best results from the material which he himself has to work with and not what some other printer might do with stuff in his cases.

That work of this kind is needed and appreciated is shown by the commendatory letters we have received during the past weeks. One from Geo. O. McCarthy of Gordon, Nebraska, whose work we have criticised several times, shows the good this work is doing. Under date of May 22, 1918, he writes, "Many thanks for the words of honest and meritorious criticism in the May issue of your journal. I can now see that you are right regarding the Johnson letterhead, There was something about it that did not look just exactly right to me and I'm mighty glad you have pointed it out. Real constructive criticism like that is always appreciated by the man who is anxious to get ahead.

"I note ——— is now paying a lot of attention to the hand-lettering branch of printing. This does the country printer very little good, for if he would try to imitate any of those designs with foundry material he'd make a mess of it, and really I don't see why it is of any importance to any printer to take up hand-lettering unless he has a talent along that line. As for me, I'm contented with the plain designs produced with type and other foundry material, and most of the buyers of printing are inclined along the same lines, for the reason that hand-lettering is more expensive and not appreciated by many. I can't see why it would not pay a school along the lines of printing to put that energy into typography."

* * *

This letter brings to mind another thought regarding hand-lettering which we have suggested in the past. And that is that much of the best hand-lettering is an imitation of good old foundry type, with frills and flourishes added to cover up necessary or other defects of spacing. Even a novice can secure excellent results in hand-let-

tering, if this kind of work is necessary, by setting a job up in type of about the style desired, but a size or two larger, pulling a good, clean proof on strong white stock and then having the job retouched by an artist. Or, if you are handy with a pen or brush, you can do the work yourself, using any good black and white water color paints for the purpose. It will surprise you how few letters need to be altered to give a job the desired finish. This proof is used for "copy" from which a zinc etching is made of the desired size. When setting up larger than the size desired be sure to maintain the correct proportion.

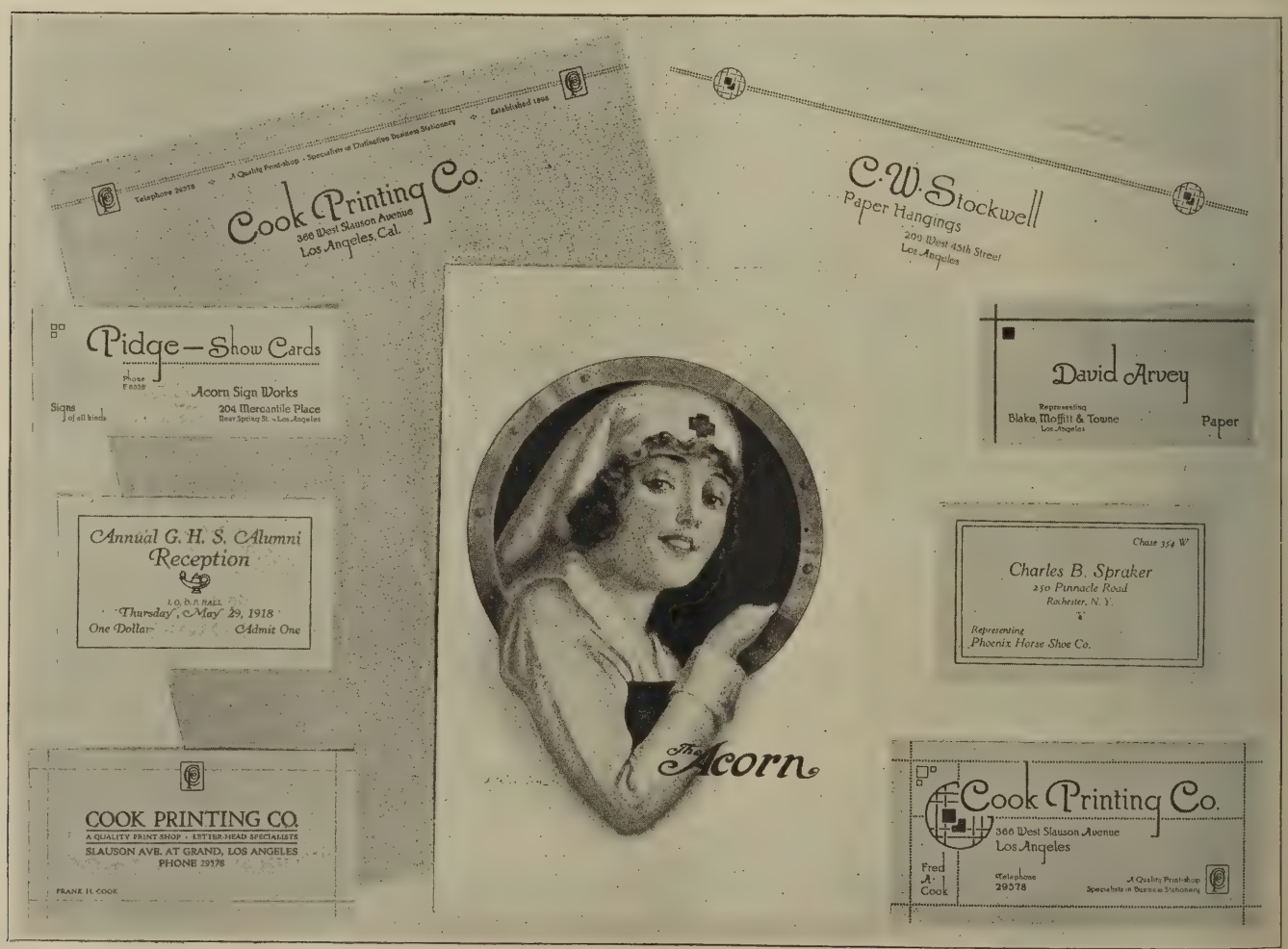
* * *

Among the good specimens received this month are several from the Cook Printing Company of Los Angeles, California. We are showing two letterheads and four cards in the illustration on this page. The letterheads and three cards are set in new Parson's series, to some extent giving the appearance of being hand-lettered jobs. The Cook head is printed in brown and green on buff stock; the Stockwell head in blue and orange yellow on white stock. The Acorn card is printed in dark green with lavendar tint ornament on India stock. The Arvey card is printed in dark green and orange on gray stock; the color scheme on the Cook card below it is the same. The Parson's series used on these jobs makes very showy work and some of it is really artistic. Whether the stye will wear well with the public is another matter. The series is such a radical departure from any of the letters in popular use, and will harmonize with so few of them that it is necessary to use the entire series in order to get good results. With the big demand for hand-lettered effects in certain circles we would not be surprised to see type of this kind become popular. The Cook card in the lower left corner of our illustration is printed in brown and blue on India stock and makes a very neat card, although not so showy as some of the others.

The Alumni Reception card is by George O. McCarthy of Gordon, Nebraska, set in Art Craft series and printed in black on Onyx Plate Finish stock.

The Spraker card is from Axel Edw. Sahlin of the Roycroft Shops, East Aurora, New York. It is printed in black and orange on buff stock.

The center piece in our illustration is from the cover of The Acorn, house organ of the Chicago



Some good specimens of commercial printing

Paper Co., Chicago. It is printed in black and red on white stock. I like the simplicity of this design for a cover, besides it was particularly appropriate at the time issued. I wonder why the printer put it so low on the sheet; if raised up about half an inch it would look much better.

"The Store for Men," a 40-page and cover book for Marshall Field & Co., appeals to us as one of the best pieces of printing we have seen for some time. Every page speaks quality in the most impressive way. The illustrations, which were produced by Bertsch & Cooper of Chicago, are excellent, both from an artistic point of view and for their applicability. The typography and presswork are good. The pages are 11 x 16 inches, printed in black on Warren's Olde Style, 25 x 38-80; sewed and pasted into heavy gray cover which is also printed in black. We are showing a reproduction of two facing pages in this issue.

* * *

This month we have not received as many samples as we would like. Don't let your fishing excursions and war gardens wean you entirely away from the trade during leisure hours. You need the trade journal and it needs you more now than ever before. You ought to work your garden for all it's worth, but if you must go fishing, and most printers can't resist, pack up some of your good specimens and send to this department. You can kick or jubilate about the results later when the weather may make it more agreeable.

* * *

A small folder destributed by the Dexter Folder Co. of 200 Fifth Avenue, New York, on, "The 28 Standard Booklet and Catalogue Sizes," is worthy of your consideration. It is an effort to eliminate the unnecessary work of hand labor and stock used in the production of booklets and catalogues.

* * *

Imri Zumwalt (that's a good American name, and not the cry of a Zulu clan) is the publisher of the Banner Springs (Kansas) Chieftain, and is also Deputy Fire Marshal of Kansas. One of the duties of the marshal is to make a report to

QUALITY & VALUE

APPRECIATION of Quality is one of the surest evidences of the developed individual. Merely "good enough" is no longer good enough for the man who is growing in his ability to take a man's place in the real world of constructive effort. The watchword of every man who is getting ahead in business or in his profession is: "To do some things better than they were ever done before." This spirit dominates the merchandising policy of The Store for Men. The merchandise produced under this policy reflects this spirit to the fullest possible degree. Knowledge of what constitutes quality—in material, treatment, form; the determination and ability to embody that knowledge in the merchandise—these are the essentials in the production of quality merchandise. Value can be judged only in relation to quality. We never skimp merchandise to fit a price, but build it to express a quality that corresponds to a human need. The price is determined by the cost of production plus a fair profit—large enough to reward worthy effort, small enough to win an ever increasing patronage.

Two pages from "The Story for Men"

the governor of the state and some of the other folks. Zumwalt being a newspaper man, was placed in charge and has succeeded in putting considerable pep into what is ordinarily considered about the dullest reading imaginable. A flaming red cover encloses the report, which he calls, "The Kaiser's Ally." Here's the way he starts the ball rolling:

SONG OF THE FIRE BUG

Imri Zumwalt

Come one, come all,
And see the fall
Of a house some good man built.
I play my game
With bomb and flame
Nor blush to own my guilt.

For I love still
The Kaiser Bill
And do his dirty work.
Within the dark
And set my spark
And never sleep nor shirk.

Typographically the report is not a thing of beauty, as it follows the stereotyped style of most publications of this kind. However, the illustrations are well chosen and the presswork good.

* * *

The last number of Houghton's Herald for War Workers, besides being a model of good printing contains a lot of material that is interesting to any thinker. From an article on "Stop the Waste," by Charles E. Carpenter, we quote the following which hits the nail squarely on the head. It may seem a little out of place in this department, but just at this time it so coincides with the writer's idea that we think it would look good in almost any pew:

The Houghton plant is located in the heart of the section of the country which is being looked to for the production of fifty per cent of the war supplies for our fighting force, and we are, therefore, in close touch with the conditions prevailing in the munition industries.

We know at first hand that the great problem the heads of munition plants are facing is not a scarcity of labor, for the high wages they offer is attracting labor to them in droves. It is the quality of the labor that is troubling them, for few of the thousands of applicants who seek employment in their plants are suited for the work.

We, among all the other old-established industrial concerns, felt the drain of the munition plants upon our working force when the munition makers first held out their allurements to labor. Ninety per cent of the labor that left us, however, for the munition plants has either come back to us or has been refused reinstatement in our working force. They did not remain at the munition plants long because they either found they could not do the work or they were discharged because they were found to be unfit to do the work.

The plan fact, therefore, is that the greater number of our population is not fit for the service and, if placed in such service, would be a hindrance rather than a help to the cause, and that a vast number of our citizens are not fitted to work at the production of essentials.

Therefore, if the production of non-essentials were stopped, a vast multitude of workers would be thrown out of employment and deprived of the means of livelihood as well as being made a burden on the rest.

It is necessary, of course, that we consume the smallest quantity possible of those products that are required abroad, so that we may share them with and thus sustain our Allies.

A meatless day does not obligate us to eat less than necessary to properly nourish us. What it means is an abstinence from meat, and a recourse to other norishing food in sufficient quantity to make up for the meat deprivation.

On the same reasoning, the stoppage of waste does not mean the cessation of consumption.

With millions of human units taken from production and put entirely to consuming, (as is every human unit taken for war), we are confronted with a reduced force of producers and an insistent demand for increased production. Therefore, the great waste that must be stopped is not the waste of product but the waste of human energy.

Boiled down to a bare statement of fact, this means that every human being remaining outside of miltary service must produce more than he or she has been producing to make up for and sustain the non-producers of our fighting force.

This conservation of human energy and its conversion into increased production means longer working hours and greater applied effort, i. e., a reduction of the waste of idleness.

But, more emphatically, it means that the greatest waste of human energy civilization has known ,and which wase has been especially marked in America), that is, the waste due to an idle and non-supporting female population, must be eliminated. This idle female population must be put to work in aiding to increase the production. Every one of us must do his or her bit, and there is no exception.

"Idle female" does not include the housewife, who is helping to increase the production of other workers and aiding the cause by "speeding up" in the kitchen; the mother who is rearing children and thus doing her part in the work of the nation; the woman who is doing Red Cross or other charitable work; the woman who is engaged in education; the actress who is supplying amusement to recreate and divert the active producers; the woman artist who is producing inspiration for the nation; and all who are doing any sort of productive work. Some of them who are employed in the less exacting and less necessary occupations, however, must do other work in their spare time to aid the nation's cause.

In short, all wasted female energy must be applied to production. Women must replace men in every task that a woman can do, that these men may be released for tasks that they alone can do.

If women were performing every piece of work which women are capable of performing and which are being performed by men, industrial production in this country would take a marvelous leap forward. The shipbuilders, the metal trades, the outdoor crafts, and the thousand and one other trades which are suited to men alone would not be clamoring for suitable labor. The men released by women would supply this want. This would immediately increase the production of both essentials and non-essentials.

AMONG THE ASSOCIATIONS

IN UNITY NPJ IS STRENGTH

[Editorial Note.—Officers of all Press and Printers' organizations are urged to make regular use of this department.]

Washington State Press Association

The Thirty-second Annual Convention of the Washington State Press Association was held July 11-12-13, in the Marie Antoinette ballroom of the famous Davenport Hotel at Spokane.

The convention committee of the Spokane Chamber of Commerce prepared a fine program of entertainment, including auto trips to the Inland Empire Paper Company mill, Washington Motion Picture Corporation studio, Liberty Lake and Natitorium Park. Following is the program:

Thursday morning—Addresses of welcome and response by Grant C. Angle for Washington, and one each from Montana, Idaho and Oregon. President's annual address. Circulation problems were discussed by Howard Bramwell, Colfax Gazette; O. H. Woody, Okanogan Independent; W. W. Simpson, Hillyard News; Robert Hammell, Waterville Press, and Rufus Woods, Wenatchee World.

Thursday afternoon—"More Advertising for Country Weeklies and Dailies and High Rates," was discussed by Clarence Ellington, Chehalis Bee-Nuggett; R. W. Safford, Reardan Gazette; J. M. Stoddard, Waterville Empire; Alonzo M. Doty, Colville Statesman-Index; Fred Wolfe, Newport Miner; Frank Putnam, Conconuly Record; C. A. Sprague, Ritzville Journal-Times; J. R. Sovereign, Keller San Poil Eagle, and George Aiken, formerly of Cle Elum and Roslyn, but now in Eastern Oregon. Foreign advertising was discussed by E. E. Troxell, Seattle, executive secretary of the Washington Newspaper Association.

The Washington Newspaper Association met at dinner Thursday evening followed by a smoker.

Friday morning—"Cost System in a Country Office," G. A. Scott, Coeur d'Alene Press, and others. "Would I Consolidate Again," A. A. Risedorph, Kent Advertiser; E. P. Brown, Auburn Globe-Republican; H. F. Wilcox, Snohomish Tribune. "Side Lines for the Country Publisher," F. P. Monteith, Fairfield Standard; J. C. Harrigan, Colville Examiner.

Friday afternoon—Secretary of the Interior Franklin T. Lane, discussed, "The Newspaper in the War." "Country Correspondence," Robert A. Glenn, Spokane Spokesman-Review; Frances Robinson, Colville Examiner; A. R. Gardner, Kennewick Courier-Reporter. Historian's report, unveiling honor roll, banquet.

Saturday—"Can a Man Write Editorials for More than One Paper?" E. W. Burroughs, Springfield Reformer, Chewelah Independent; A. S. Hillyer, Sunnyside Sun, Zillah Free Press. Election, committee reports. Auto trip. The convention sessions opened with patriotic singing.

* * *

The New York Press Association

The Annual Convention of the New York Press Association was held in Rochester the latter part of June. President Frank E. Gannett and Secretary Elias Vair worked for weeks arranging plans for the convention and were successful in securing speakers who were capable of giving the members an unusually interesting as well as an instructive and practical program, which is herewith reprinted:

Wednesday, June 27

Forenoon—Registration Powers Hotel.

2:00 P. M. Opening Session of the Convention. Address of Welcome—Hon. Hiram H. Edgerton, Mayor of Rochester. Response—Charles H. Betts, of the Lyons Republican. Roll Call. Reading of Communications; Paper—"Newspapers and the War," Talcott Williams, Director and Professor of the Columbia School of Journalism. Appointment of Committees—Organization, Finance, Resolutions. Payment of Dues. Announcements.

6:00 P. M. Dinner.

8:00 P. M. Theatre.

Thursday, June 27

9:00 A. M. Business Meeting. Opening Remarks—President Gannett. Annual Report of the Secretary-Treasurer. Paper—"New Slants in Advertising; or How We Educated 'Em in Sleepy Hollow"—Wallace Odell, of the Tarrytown News. Paper—"A Crisis for Newspapers"—John W. Baker, of the Ithaca Journal. Paper—"Building a Successful Suburban Newspaper"—F. A. Merriam, of the Mt. Vernon Argus. Discussions after each paper. Announcements.

12:30 P. M. Luncheon.

2:00 P. M. Paper—"Newspaper Making"—Don C. Seitz, of the New York World. Paper—"A Union of Publishers"—Courtland Smith, of the American Press Association. Paper—"The War's Effect on the Newspaper"—Louis Wiley, of the New York Times. Paper—"A Newspaper and Personality"—George Matthew Adams. Question Box. Announcements.

7:30 P. M. Banquet—Speakers: Gov. Charles S. Whitman, "The Empire State." Frederick C. Walcott (representing Herbert Hoover, of the Federal Food Administration), "Winning the War with Food." John Mitchell (President of the State Food Commission), "The Duty of the Press in this Crisis." James Schermerhorn (Editor of the Detroit Free Press), "Journalism, the Directing Factor in Redeemed Democracy."

Friday, June 28

Memorial Meeting.

9:00 A. M. Paper—Past-President William H. Greenhow, of the Hornell Times-Tribune, by Hon. Garry A. Willard, of Boonville. Paper—Past-President Ellis H. Roberts, of the Utica Herald; Past-Vice-President, Chas. F. Fitch, of the Rochester Democrat and Chronicle, and Benjamin B. Herbert, of the National Printer-Journalist, A Memorial,

by Secretary Emeritus A. O. Bunnell. Paper—Patrick F. Milmoe, of the Canastota Journal, by Charles H. Skelton, of Canastota. Reports of Committees. Election of Officers. Unfinished Business. Announcements.

12:30 P. M. Luncheon. Entertainment: By the Rochester Chamber of Commerce.

* * *

Utah State Press Association

The annual convention of the Utah State Press Association was held in Salt Lake City recently, with sixty per cent of the membership present.

The welcoming address was given by A. D. St. Clair, president of the Salt Lake Franklin Club and the response was made by James H. Wallis of the Vernal Express.

The president gave his report for the year, saying that the association had not done all the things it would have liked to do, but that a good start had been made toward an effective and energetic organization. The principal thing had been the issuing of The Bulletin and the stopping of a few free-advertising schemes. One advertisement secured by the secretary had paid the dues of every member on record last December. The secretary, R. T. Porte, reported that as much work had been done as had been possible, considering the amount of money available.

Interesting addresses were given by Lawrence Jorgenson, of the Payson Paysonian; Karl S. Carlton, of the Beaver City Press, on free advertising; D. M. Clark, of the Midvale Messenger, and Joseph Smith, of the Fillmore Progress, on price lists and their advantages. It was arranged that the price list used in the Salt Lake City printing offices be placed at the disposal of the members of the Utah Press Association. A committee on resolutions was appointed, consisting of Karl S. Carlton, of the Beaver City Press; C. O. Davis, of the Delta Chronicle, and A. D. McGuire.

At the next session a paper entitled, "Revelations" was read by R. T .Porte, the secretary. C. S. Wilkinson, of the Cedar City Record, gave a talk on, "The Bulletin," until recently the official paper of the association. The need of legislation was covered by J. H. Wallis, of the Vernal Express. It was decided that each member shall contribute $25 for financing a legislative committee. The new officers are:

President—J. H. Wallis, Vernal Express.

Vice-president—Karl S. Carlton, Beaver City Press.

Secretary—R. T. Porte, Salt Lake City.

A banquet was held in the gold room of the Salt Lake Commercial Club, and a trip to Fort Douglas was also greatly enjoyed. The following committees were appointed:

Legislative—J. E. Jones, Chas. England, S. L. Raddon, Wm. H. Holmes, I. E. Diehl.

Cost and Estimating—Chas. E. Wilkinson, D. M. Clark, Joseph Smith.

Advertising—K. S. Carlton, A. D. McGuire, Burke McArthur.

Grievances—L. L. Jorgenson, Stephen W. Johnson, L. W. Gaisford.

Membership—John R. Wallis, D. A. Webster, H. W. Cooper.

Social and Program—J. W. Earl, C. O. Davis, M. A. Boyden.

Special Editions—W. P. Epperson, Dennis Wood, J. W. Peters.

Edgar County Publishers' Association

The publishers of Edgar County, Ill., met recently at the community house in Paris and formed the Edgar County Publishers' Association. Every publisher in the county was present. C. L. Livingston of the Chrisman Courier, was elected president, and Harry Covey of the Kansas Journal, secretary.

The zone system and the increased postage rates were among the subjects discussed. The weekly publishers voted to raise their subscription price to $2.00 July 1st. The daily publishers also agreed to boost prices shortly.

* * *

North Idaho Publishers' Association

At the convention of the North Idaho Publishers' Association, held in Wallace, Idaho, the following officers were elected: G. R. Scott, of Coeur d'Alene, president; George Lamphere, of Moscow, vice-president; G. L. Earin, of Spirit Lake, secretary; J. C. Safely, Grangeville, and D. C. Moore, Sandpoint, committeemen.

The convention was addressed by William Allen White, publisher of the Emporia (Kan.) Gazette, on, "The Newspaper and the War."

The members visited some of the famous lead and silver mines of North Idaho.

* * *

Panhandle Press Association of Texas

At a recent meeting of the Panhandle Press Association held at Amarillo, the new publicity laws of the state were given special consideration.

The law now provides that all legal notices formerly posted at court house doors and other public places shall be given to the newspapers.

Lee Satterwhite, editor of the Panhandle Herald, was elected president; Mrs. A. G. Richards, of Channing, vice-president, and Sam Brasswell, of the Clarendon News, secretary-treasurer. The principal address of the convention was made by Prof. R. B. Cousins, of the Northwest Texas Normal of Canyon. Members discussed all phases of the newspaper business with special references to war conditions.

The next meeting of the Association will be held at Vernon.

* * *

North Dakota Press Association

The annual meeting of the North Dakota Press Association was held at Grand Forks, July 12-13.

Among the important questions discussed was the securing and maintaining of sufficient office and mechanical help.

Alexander Karr, editor of Community Life at Jamestown, and former Congressman J. Adam Bede of Pine City, Minnesota, occupied prominent places on the program. Both are public speakers of high rank, with enviable records on the Chautauqua platform and elsewhere, Mr. Bede being notable as a humorist and philosopher, while Mr. Karr specializes on the relations of communities and their newspapers in the difficult task of maintaining local business enterprise against the inroads of unfair mail-order competition. His particular theme at the press meeing was, "Community Building."

Oklahoma Press Association

The Twenty-seventh annual meeting of the Oklahoma Press Association was held in the association's own club house at the foot of Mt. Scott, which is the only club house in the United States owned by a state press organization. There were nearly three hundred present.

A great message was brought by Glenn Condon, of

the Tulsa World, who has just returned from the battle front in France.

The principal addresses were by John Golobie, of the Guthrie State Register, and Senator Walter Ferguson, of the Cherokee Republican.

Officers elected are: John Anderson, Snyder Democrat, president; J. W. Kayser, Chickasha Star, first vice-president; R. M. Elam, Enid News, second vice-president; Mrs. Byron Orr, Ellada News, third vice-president; E. S. Bronson, El Reno American, secretary-treasurer.

Financially, the secretary reported, the Oklahoma Press Association is in splendid condition, having about $2,600 on hand.

The next meeting will be held at Medicine Park.

* * *

New Jersey Press Association

The sixty-second annual meeting of the New Jersey Press Association was held June 21-24 in the Catskill Mountain House. About seventy-five members and guests were present.

Mr. Worth, the advertising manager of the Long Branch Record, read a very interesting paper on, "Salesmanship in Advertising," and there were interesting discussions on many of the important topics of interest to publishers.

The annual banquet was held Saturday evening. The retiring president, W. A. Sweeney, acting as toastmaster, introduced Senator Wells, of Bordertown, and W. B. Bryant, the new president. Senator Wells gave a splendid address and Mr. Bryant thanked the newspaper men for their confidence and stated that it would be his purpose to bring the members of the association closer together, and to coöperate with the American Newspaper Publishers' Association and National Editorial Association.

The following officers were elected: President, William B. Bryant, of the Paterson Press-Guardian; vice-president, H. T. Hagaman, Lake Wood Citizen; secretary, John W. Clift, Summit Herald; treasurer, W. B. R. Mason, Bound Brook Press; executive committee: Augustus S. Crane, Elizabeth Journal; E. V. Savidge, Hopewell Herald; J. Z. Demarest, Tenafly Record; E. A. Bristor, Passaic Herald; J. W. Naylor, Allentown Messenger; W. A. Sweeney, Red Bank Standard; W. L. Tushingham, Camden Courier.

* * *

NEBRASKA PRESS ASSOCIATION

The second annual social meeting of the Nebraska Press Association was held in Omaha, June 20th, 21st and 22nd. This was a joint meeting of the Nebraska, Iowa and South Dakota editors, as the Omaha Chamber of Commerce, who supervised the entertainment of the editors largely, and the executives of the Association had extended an invitation to the neighboring editors to attend this session. About six hundred were present for the entire session which the committee considered a good attendance.

The first step on the part of Omaha to entertain the scribe visitors was the banquet given them by the printers' supply houses of Omaha at the Rome Hotel Thursday evening. An address of welcome was given the editors at this dinner by a member of the Omaha Chamber of Commerce, to which President Cass of the Press Association replied. Gurdon W. Wattles, state food administrator also gave an address at this time, telling of the record Nebraska had made in saving of food as a war measure and giving due credit to Nebraska newspaper men for their aid in making the work of the food administration a success. Following the dinner, at eight o'clock the men took special cars for a show at the Ak Sar Ben Den, which had been arranged especially for newspaper men. The ladies were the guests at a special show staged for them at the Rialto Theatre, "Believe Me, Xantippe," which they all greatly enjoyed according to their interviewed account. The men all expressed themselves as having greatly enjoyed the evening with King Ak Sar Ben, but more could not be drawn from them as the King demands all guests to remain "mum" as to the observations taken on visits to his palace. In the evening, following the shows, a dance was given in the Fontenelle for newspaper people and their friends.

Friday morning at 9:30 A. M., the editors enjoyed an address by Rev. Titus Lowe, who recently returned from the Western Front in France, where he was engaged in Y. M. C. A. work. They enjoyed it from the standpoint of the first-hand information they received from his talk, which will spur them on to more definite desires to determine our immediate success in this war. They could not class the accounts he gave of the German atrocities as mentally pleasing, but could enjoy the accounts he gave of the Americans' part in the battle from their acts right in the firing line. At noon the editors were guests at luncheon of the South Omaha Grain Exchange, the second largest live stock exchange of the world, where a splendid cordiality was shown the newspaper people. Patriotism aplenty was prevalent at the luncheon in the toasts and singing and in the stirring address by Mayor Ed P. Smith, the recently elected mayor of Omaha. Many pronounced his speech as alone worth the trip to Omaha. After the luncheon the business men of Omaha furnished automobiles in which the guests were taken over the city and finally through Fort Omaha. In the evening, the editors were the guests of the Omaha Chamber of Commerce at a 6 o'clock dinner. This was one of the best enjoyed events of the convention. Elaborate courses were served the newspaper people and their friends which caused a unanimous feeling of merriment as was shown in the enthusiastic singing and jesting indulged in by the editors. Following the dinner the film, "Wake Up, America," was shown, accompanied by a government man who exhibited the temperament and action of a true patriot and who stirred every member at the dinner with an irresistible patriotic emotion. He gave the editors a more determined incentive to be of more active service in the cause of the allies. The Chamber of Commerce committee was George Engler Tom Kelley, F. W. Rothery, J. J. Barnes and George Waterman who left no detail of the editors' pleasure at this dinner unprovided for.

The events of Saturday began at 10 A. M., when special cars took the guests to Carter Lake, where they were addressed by Gurdon W. Wattles. Free swimming and boating had been provided to which the newspaper people took access fully. The daily papers of Omaha tendered a luncheon at 12 o'clock, at which Hugh McVey of the Capper publications, spoke. Following the luncheon, the scribes took special cars for the ball game at Rourke Park between Omaha and Sioux City.

The Convention Committee was Arthur Thomas, J. D. Weaver, J. O. Goodwin, Victor Rosewater, I. W. Carpenter, W. R. Watson, J. W. Kurtz, Harry Tostevin, S. J. Potter, I. A. Medlar, Frank Kennedy, N. J. Baker. As a result of their elaborate preparations for the editors' pleasure, Omaha will always remain in the hearts of the editors and their friends as a city with cordiality to them unsurpassed.

Omaha extended the newspaper men an invitation to return to her borders for their next meeting, business or social, should they see fit to do so. But the place of the next meeting has not yet been up for discussion.

TRADE-MARK MIX-UPS AND SUNDRY WAYS OUT

By L. W. Mida, President Mida's Trade Mark Bureau, Chicago *

Plans Menace Exporting of American Products

Article Nine

SHREWD American business men are reversing the old adage to the effect that in time of peace one should prepare for war. More properly speaking, they are allowing the lessons of the world's most deadly military warfare to counsel preparedness for the commercial warfare that is to come. All the morals of America's unreadiness for the armed strife might easily be cited to urge speed, energy and vigilance in forearming for the inevitable struggle for international trade.

For every American trader this call to arms has a message. Export trade is no longer to be a mere incidental activity,—a side line to an overshadowing domestic business. Selling Yankee goods overseas will never again be an adventure for the few. If America is to hold her new and larger place in the sun, all business, little business as well as big business, must carry its wares to the marts overseas. It is not to be a mere matter of choice. Adequate outlets for the tremendous productive capacity which has been created in the United States in war-time can be had only if export trade is developed to the utmost. The maker or marketer of goods who will not rise to the occasion, who will not seize the new opportunities for expansion, is almost certain to be left hopelessly behind.

War after the War

Nationally the republic is striving splendidly, even feverishly, to prepare for the great commercial war after the world war. American banks are being established throughout the world and particularly in Latin-America as a foundation for an American trade structure. Congress enacts legislation to enable American business men to coöperate and combine in foreign selling as has never heretofore been possible. The long-cherished dream of an American merchant marine, worthy of the world's foremost commercial nation, is on the eve of realization. All these and more are the carefully planned preludes to commercial conquest,—not forgetting Uncle Sam's work in strengthening an organization of U. S. consuls, commercial attaches and special agents attuned to investigative service in behalf of American trade expansion.

If there is a chink in our commercial armor it is to be found in the indifference or lack of realization on the part of American business men. Manufacturers unable to take care of their orders in the home market have given little heed to the radical readjustments now in the making in foreign trade. It is difficult to convince the trader whose horizon has heretofore been restricted to the continental United States that henceforth he must reach out to customers afar. Swiftly, however, move the events that must arouse the most complacent. Chaos in Russia has an alarm for every American business man because the most expert authorities have long proclaimed Russia the great future outlet for the surplus of Yankee manufacturers.

Even louder and more insistent comes the call to arms to defend, individually as well as collectively, the trade interests of U. S. houses in the three Americas. By every promise of destiny the end of the world war should find American business men in a position to enjoy in the fullest measure the advantages of the new trade connections with Central and South America that have been formed during the conflict. The common cause for democracy has drawn all Pan-American peoples together socially and politically. It is but logical that this new friendship should be cemented by ties of trade intercourse.

Locking the Gates

Just here rises the most serious menace that imperils the great American trade "drive" after the war. American trade-marks are in danger. American traders, unless they quickly awaken to a realization of the pitfalls before them, will make a rush after the war for the most profitable markets of the world only to find their goods barred out absolutely because they bear the trade-marks that represent years of effort to attain quality and establish good will.

Could there be anything more humiliating for an American producer than to have his overseas shipments denied admission at Latin-American ports of destination simply and solely because the articles of commerce bore his trade-mark,—the trade-mark that he originated, to which he has given prestige and character and which is, supposedly, as distinctively his own as his personal name or his autograph signature. Such a denial of trade-mark identity is so preposterous as to appear all but ridiculous. Yet it is the very real peril which is now faced by thousands of American business men many of whom, more's the pity, do not realize the probably serious consequences of inaction in this crisis.

Hoodwinking Others

Trade-mark laws in almost all Latin-American countries that are totally at variance with the trade-mark statutes of the United States are responsible for the dangers that beset American business men. In the United States use establishes a property right in a trade-mark. In most of the countries of Central and South America the right of trade-mark is established solely by registration. It is a case of first come, first served,—administered so literally that the consequences are appalling to thousands of owners of valuable American trade-marks if they will but look the situation squarely in the face.

In "the land of tomorrow" the American trade-mark owner needs above all else a-stitch-in-time policy. Here there is no such opportunity as may be found in the United States for correcting trade-mark mistakes—mistakes that are always liable, however, to become tragedies. Under the Stars and Stripes, the originator and pioneer user of a trade-mark can have faith that ultimately his claim to priority will prevail against any infringer. Even though the infringer has registered the trade-mark in the United States Patent Office and the rightful owner has neglected to thus enroll his creation he has but to prove priority to obtain redress in the courts and mayhap bring about the cancellation of the poacher's registration.

Danger to American Marks

Here, then, is a danger, a very real danger that confronts manufacturers who appeal direct, or through the

*[It is with this old-established Bureau—the largest in America—that this publication has arranged to furnish Free Searches of Trade Marks for our advertisers and paid subscribers.—Editor.]

commission houses to the rich markets of the other Americas, but that likewise confronts every manufacturer or producer who may at any time in the future desire to send goods overseas. It is not merely the American trade-marks that appear on American goods reaching Latin-American countries that may be registered by unauthorized persons but any American trade-mark. In literal truth it may be stated that Latin-American trade-mark "pirates" make a regular practice of carefully canvassing the advertising pages of American literary magazines and trade journals in order to promptly discover the time when the goods bearing these marks will appear at the Latin-American custom houses.

Buying Back Your Rights

With characteristic German thoroughness, the lately organized raids on American trade-marks, which are reported to have been undertaken at the instance of the German government, may be expected to catch every American firm that has not taken the precaution to register its marks in all Latin-American countries. Heretofore, only two classes of American business men have suffered extensively from the trade-mark free-bootery of the Spanish Main. Every now and then an American manufacturer whose goods have been handled in Latin-American territory by a general agent or an exclusive agent has been shocked to find that his trade-mark has been registered by that agent in his own name and that if he desires to continue to sell his goods in that country he must continue to do business with the agent who has taken unto himself the trade-mark on which the business is founded. Similarly the trade-mark pirates have registered and "held for ransom" well known American trade-marks whose owners have been compelled to pay sums ranging up to many thousands of dollars before they could recover their own property. However, these pirates have for the most part filched only trade-marks whose owners might be expected to pay handsomely to regain an asset absolutely essential to the conduct of an important business.

On top of this occassional "sniping" at American trade-marks that have offered shining marks, we now have the organized German drive on a large scale against all unprotected Yankee trade-marks. Was there ever a better time to paraphrase the old rallying cry, "Millions for defense but not a cent for tribute?" Every American business man should seek full and accurate information as to the fate to date of his trade-marks in Latin-America. He should lose no time in providing for registrations in each country if there is the slightest chance that he will ever in the future want to enter these promising markets whose opportunities are only beginning to be disclosed. A sum invested in registrations now is likely to return many fold, like bread cast upon the waters.

Even the American business man whose trade-marks have been misappropriated by the raiders will have cause for rejoicing if a vigilance service appraises him promptly of his peril. In most of the Latin-American countries there has recently been created legal machinery whereby misappropriated trade-marks may, by due process of law, be restored to the possession of their rightful owners. However, such recovery is a slow process. If the victim of trade-mark thievery is promptly warned and promptly acts he may have been able to oust the usurpers and be in full possession of his trade names by the time the military war is ended and the commercial war begins, but obviously, delays may be costly.

(To be Continued)

THE REGULATION OF FREE COPIES TO ADVERTISERS

The following resolution was adopted at a special meeting of Associated Business Papers in New York on June 4th:

RESOLVED, That in conformity with Section 419 of the Postal Laws of the United States, beginning with July 1, 1918, only one copy of a member publication shall hereafter be sent free to any advertiser, and that only for the purpose of proving the insertion of the advertisements, and that only one copy shall be sent free to any advertising agency, and then only to such agencies as shall be placing business in the publication, providing that if so required an additional copy be sent to an agency for each additional account placed by it in the paper.

RESOLVED, Further, That the Associated Business Papers, Inc., believes that the conservation of paper and the dictates of sound business practice justifies a strict adherence to the spirit as well as the letter of this resolution, without evasion or subterfuge.

The foregoing resolution grew out of a demand by the Post Office authorities that we adhere strictly to the postal law governing the distribution of advertisers' copies, but an added consideration is the necessity for the conservation of paper and the institution of better circulation practices.

The following committee was appointed to coöperate with publishers in making the necessary revisions in the free list:

James H. McGraw, McGraw-Hill Pub. Co., New York, Chairman.
F. F. Cutler, The Cutler Publications, Boston.
C. K. Reifsnider, Farm Machinery, Farm Power, St. Louis.
E. E. Haight, Motor Age, Chicago.

* * *

How to Determine the Advertising Percentage under the New Zone Postal Law.

As the evident intent of this law is to charge the publisher the advertising postal rate only on the amount of advertising inserted, the following suggestion is made as to how to find the proper percentage of advertising as compared with the matter other than advertising:

Section 536-3 (a) of the order issued by the Third Assistant Postmaster-General concerning increased rates on postage, effective July 1, reads as follows:

"The copy of the publication filed with the postmaster as required by paragraph 1 of this section shall be marked by the publisher to show the portion devoted to advertisements and that to matter other than advertisements, and the percentage of each shall be indorsed on the first page of such copy of the publication. The term "advertisements" as used herein and in paragraph 1 (b), Section 429, embraces display, classified, and all other forms of advertisements purporting to be such, as well as all editorial or other reading matter for the publication of which money or other valuable consideration is paid, accepted or promised. (See par. 2, Sec. 443)."

In selling advertising space the publisher sells and promises a *type* line of a certain width, or he sells and promises a portion of a page of certain *type* measurement. The advertiser pays for only certain *type* measurement and this should be the basis for calculating the percentage of space devoted to paid advertisements.

In other words, in buying a page, the advertiser buys not the full superficial size of the page including the margins, but only the *type* measure covered; in purchas-

ing a certain number of lines he buys only that *type* space and not any space between columns measured laterally or space between advertisements measured longitudinally.

Therefore, it is recommended that in presenting to the postmaster the marked copy required, under Section 536, clause 1, *each advertisement* be marked separately and that several advertisements be not grouped together in one bracket.

Advertisements or space devoted to governmental propaganda, *inserted free*, are not considered advertisements, but "publicity matter."

It is further suggested that in attaching the signed endorsement required to be made on the copy filed with the postmaster, under section 536, paragraph 1 it be made out in effect as:

TOTAL ADVERTISING PAID FOR ..... SQUARE INCHES.

(Determined by the actual *type* measurement of the advertising space paid for.)

SPACE DEVOTED TO PAID ADVERTISING ..... per cent.

(Determined by the relation of the first item above to the entire area of the copy, i. e., the number of pages and covers multiplied by the number of square inches in a full page measured from edge to edge.)

What is "Advertising Under the Terms of the Postal Law?"

Publishers are now struggling with the practical interpretation of the zone postal law, and one of the things which is subject to various constructions is the determination of "Advertising" as distinguished from "Matter other than advertisements."

The following informal expressions of opinion have been made by a prominent postal official.

A paper's own advertising will be considered as "advertising."

The flagstaff or masthead is not "advertising."

An index of contents is not "advertising." An announcement of future articles would be "advertising" if it should be displayed and set up as an advertisement. An editorial announcement of the same matter would not be "advertising."

Only so much of the front cover would be classed as "advertising" as might be devoted to advertising.

A circulation statement would not be "advertising," if no attempt is made to exploit the statement as an inducement for advertising or further circulation.

An announcement of a paper's representative and offices would not be "advertising."

Charity or patriotic advertisements would not be "advertising" if not paid for.

A question still exists as to the status of a classified index of advertisers or industries. Publishers will make an effort to have these classified as "matter other than advertising," because these pages are not paid for and are inserted primarily for the benefit of the readers. It is recommended that all take this position.

A TALK TO OLD GLORY

By G. W. Hughes, Editor Register Clinton, Ill.

Old Glory, I am pleased to meet you;
Old Glory, gladly do I greet you;
Many years you I have known;
You I will never disown.
From youth I have read thy story;
Long have I heard of thy glory
As you led the brave and the true,
Who followed the red, white and blue.
I have seen the number of thy stars grow,
As you bravely defied every foe
In the struggle for liberty's cause,
Ever against autocratic laws.
As so proudly you waved,
Many a day you have saved
By the inspiration of thy fold,
Doing a service that is yet untold.
Seven times through the horrors of war,
Thy fame, in honor, has spread afar,
As the standard of freedom's aims,
With no purpose for ill-gotten gains.
And now you have crossed the ocean
To prove friendship's true devotion.
To pay the great debt which we owe,
With interest for a century or so.
Well do I know thy cause is just;
That you will keep sacred the trust
To dim the glare of autocracy,
And brighten the gleam of democracy.
In the distance I behold thy return,
'Mid shouts that in victory burn;
I see millions of brave men
Returning to peaceful homes again.
And I know that Prussianism has lost;
That in vain the ocean was not crossed;
That greater is thy wondrous story,
And grander is thy shining glory.
Now you are at home once more,
Looking brighter than ever before,
The greatest flag in all the world,
Freedom's hope wherever unfurled.
Afar down the broad vista of time
I see the nations of every clime
Grouping their standards about thy folds,
The grandest sight man ever beholds.
Flag of the free, may God continue to bless you;
Flag of the brave, it is an honor to address you;
The flag that is ever honest and true;
Old Glory, there is nothing too good for you.

MAN WANTED, UNDER SERIOUS CHARGES

Mr. E. J. Feuling, editor and publisher of The New Hampton Tribune of New Hampton, Iowa, is anxious to secure information concerning a certain linotype-operator-printer, whom he describes as follows:

"Was wearing nice gray suit with overcoat to match and had a new blue serge, single-breasted suit which he secured here. Had light greenish gray hat. Wore blue chambray shirts with collar bands for white collar. Nicely dressed and clean shaven at all times.

"Is about 5 feet 6 inches tall and weighs about 150 pounds. Is about 35 to 38 years of age. Claimed to be 38 years of age. Medium dark complexion; blue or gray eyes; dark hair, rather thin on top, with extra high forehead; features inclined to be sharp; smokes cigars and cigarettes; seems to have plenty of money; plays pool; a quiet but intelligent talker.

"A little cranky in his ways and is inclined to express his displeasure out loud when machines do not work properly. Claims to know all about a Linotype or Intertype and is a good job and ad man."

Mr. Feuling offers a reward of $25 for delivery of this man to the sheriff of Chickasaw County, Iowa.

NEWS NOTES FROM THE UNITED TYPOTHETAE OF AMERICA

The Thirty-Second Annual Convention

The Thirty-second Annual Convention of the United Typothetae of America will be held at Cincinnati, Ohio, September 23, 24 and 25. Headquarters Hotel Sinton. This year's convention is to be a most important one, in which all printers will be interested, because of existing conditions in the industry due to the war. A most cordial invitation is extended to printers everywhere to attend this convention. Cincinnati is centrally located and is an ideal city for a business convention, such as the Thirty-second will be. Make your plans now to attend, for it will benefit you greatly after hearing the addresses and discussions on the problems facing the printer today. Don't forget the dates. September 23, 24 and 25, at Cincinnati.

* * *

Through the activities of the field staff of the United Typothetae of America local Typothetae associations are springing up in many sections of the country. The time seems to be ripe for organization and printers are awake to its possibilities. The steadily increasing membership roll of the Typothetae is evidence of the fact that printers want organization and want it now.

* * *

Many requests are being made of National Headquarters, United Typothetae of America for more information pertaining to the Standard Accounting System for printers. Briefly the accounting system has been devised by the Committee on Education along practical, common-sense lines, to interlock with the Standard Cost Finding System. A treatise and all the blanks actual size, has been prepared, conveniently bound, and may be purchased from the National office of the United Typothetae of America, 556 Transportation Bldg., Chicago, for $25.00 per set.

* * *

A Standard Cost Finding System treatise will be mailed to any printer without charge, if he will address his request to United Typothetae of America headquarters, Chicago. These printers who are not now operating a Cost System, are walking on thin ice. To know your costs is of greater importance today, than at any other time in the history of the printing business. The United Typothetae of America will get you started in the proper direction by sending you, free, a treatise on cost accounting. Now will you send for it?

* * *

Production recording is an interesting subject particularly if you have a copy of the book issued by the Typothetae. Classification of Bindery Operations and Operation Numbers. This book gives a clear demonstration of what may be accomplished in the way of bindery production recording. It is a practical treatise on the subject of bindery output. If members of the United Typothetae of America want this treatise they can obtain it from the National office of the Typothetae, Chicago.

* * *

Estimators and salesmen will find that they can use to advantage the Standard Price List issued by the Typothetae. The list is a convenient one full of valuable information. Thousands are in use throughout the country and Canada. They may be purchased from the Typothetae office at Chicago.

* * *

The Composite Statement of Cost of Production for 1917, issued by the Typothetae, is nearing compilation. There is yet time for United Typothetae of America members to submit their statement for the past year and have it included in the report. Those who would enjoy this privilege must act quickly.

* * *

The Decalcomania window sign of the Typothetae emblem is making its appearance in rapidly increasing numbers throughout the country. All members of the United Typothetae of America should have this emblem on their street window to let the public know that their business is safeguarded by the ethics of the national association of the printing industry. Signs may be purchased through local Typothetate associations or direct from the United Typothetae of America at Chicago. The price is 50 cents each.

* * *

Mental food is good for every person. To keep up with the procession of successful men it is essential that some line of study be developed continuously. Estimators and salesman of the progressive type are always willing to learn. The courses in Estimating and Selling, which may be studied by correspondence, will help men specializing in these lines in the printing business. The United Typothetae of America offers these correspondence courses at a minimum fee. Full particulars furnished from headquarters, United Typothetae of America to those interested.

NEW YORK PRINTERS' APPRENTICE SCHOOL COMPLETES SIXTH YEAR

The closing exercises of the School for Printers' Apprentices of New York, held at the Hudson Guild Settlement, 436 West 27th Street, New York, Thursday evening, June 6th, marked the completion of the sixth year of the school's existence. During those six years, the number of students in attendance has grown from eight to nearly four hundred, and the school, under the skilful direction of its head, Arthur L. Blue, has come to be recognized as the foremost institution of its kind in the United States.

The program for the closing exercises consisted of addresses by the Director and his first assistant, T. L. James, and by Leon H. Rouse, president of Typographical Union, No. 6; Charles Francis, one of the small group of far-seeing employers who have helped to build up the school to its present commanding position, and Dr. John Lovejoy Elliott, head worker of the Hudson Guild, under whose hospitable roof the school has had its home from the beginning, rent free, with an annual contribution of a thousand dollars into the bargain.

The awarding of prizes was done by Frederick A. Blossom, the new head of the English department. Gold medals for excellence in typography were given to Harry Timmerman, from the H. B. Brown Printing & Binding Co., and George Plumhans, a young Belgian printer. The winners of the first and second prizes for excellence in English were, respectively, Edwin N. Tiedemann, from the Bartlett-Orr Press, and Harry Cohen, employed with the F. M. Eldredge Printing Co., Brooklyn.

The Charles Francis gold medal, offered to the student making the greatest progress in typography during the year, went to Anthony Cina, from the composing-room of the Army and Navy Journal.

It was announced at the meeting that plans were being worked out for the addition of new departments of instruction, in order to carry out the original plan of a school equipped to teach all branches of the printing and allied trades.

MANUFACTURERS' NEWS

Specimens from the West Virginia Pulp & Paper Co., Inc., 132 Sherman St., Chicago, show the excellent printing qualities of their coated book and writing papers. If you are interested, send for their Mill Price List.

* * *

J. W. Butler Paper Co., recently sent on new specimen sheets of Voucher and American Trust Bonds which should prove useful to most printers.

* * *

"Gene" Turner, 30 Euclid Arcade, Cleveland, Ohio, is advertising an aluminum alloy cutting stick that looks as though it might be a good thing.

* * *

We have received a new Public Service Bond Folder from Taylor & Taylor, Paper Makers, Holyoke, Mass. It is an attractive piece of advertising, showing samples in white and colors of both finishes. Mr. Daniel E. Paris is the new editor of the Public Service Monthly, the house organ for Taylor & Taylor.

* * *

The Ellis "New Method" Embossing, a system perfected and patented by Walter J. Ellis, 64 E. Van Buren St., Chicago, is making a strong appeal to printers who have work of this kind.

* * *

Another new advertiser in the National Printer-Journalist is the Roberts Furniture Company of Cincinnati. Mr. Frank N. Roberts, the founder of the Roberts Furniture Company, has had more than twenty years' experience in composing-rooms and his ideas, therefore, are the outgrowth of practical observation and study. The Company has published a booklet which describes in a most interesting way the various articles of furniture manufactured. It will be sent for asking.

* * *

Specimens recently received from the Ault & Wiborg Co., Cincinnati, show that printers can get any color of ink required, of all American manufacture.

* * *

Here is a paper-knife sharpener that is practical and will do what printers expect a knife sharpener to do. It sharpens the knife perfectly, without spoiling the temper of the steel, or wearing down the blade. An advertisement appearing in this month's magazine illustrates the method of operation. The claim of the manufacturer, that the cost of the sharpener is more than saved in one operation, is borne out by evidence submitted. W. Jackson & Company, 39 S. La Salle St., Chicago, are ready to fill orders promptly.

* * *

"The Slug" is the house organ of The Linograph Company of Davenport, Iowa, who are new advertisers in the National Printer-Journalist. "The Slug" contains a great deal of convincing information in regard to the usefulness of the Linograph and is doubtless a most effective medium for supplementing trade paper advertising. From the evidence submitted, it is probable that The Linograph ranks with the Ford machine in the automobile industry. It appears that the Linograph "runs right along" with very little care and may be operated by almost any one who can run a typewriter.

The Linograph Company reports the following installations since June 1, 1918:

Jennie H. McGahan, Minot Messenger, Minot, N. D.; W. F. Jaus, Advocate Publishing Co., 409 Sycamore, St., Evansville, Ind.; John H. Ream, Dakota County Herald, Dakota City, Neb.; I. H. Hospers, Armstrong Journal, Armstrong, Iowa; W. S. Graham, The Watford Guide, Watford City, N. D.; C. M. Danford, The Golden Globe, Golden, Colo.; Independent-Tribune Pub. Co., Foley, Minn.; Claude B. Masters, Humboldt Journal, Humboldt, S. D.; Leonard V. Doty, The Times-Record, Doland, S. D.

* * *

The Miller Saw-Trimmer Co., of Pittsburgh, Pa., is selling Platen Press Feeders by the score. The Company has some very interesting facts in regard to the Miller Press Feeder which will be interesting to shops where there is a labor shortage and job press feeders of the human kind are hard to secure at consistently reasonable wages. One of the best circular letters that has ever arrived at the office of the National Printer-Journalist is a direct plea of the Miller Platen Press Feeder to be put on the payroll. One of the strongest paragraphs of the letter is, "For reference as to my ability, write, wire, or phone at my expense to any of the places I have worked. You will likely know some of them well. Ask whether I am deserving of being placed on your payroll." This is the kind of confidence that wins and certainly the Miller Platen Press Feeder is "a winner."

* * *

Barnhart Bros. & Spindler of Chicago and most everywhere else, is publishing a bargain list of second-hand machinery which should interest any one who is planning upon the installation of presses, paper cutters, and motors, as well as folding machines and perforators. When Barnhart Bros. & Spindler install a machine, the firm's reputation for square dealing goes with the installation and no one will discount the value of that feature.

* * *

Mr. Albert H. Everett announces that he has accepted the position of Sales Manager with the Western Type & Machinery Company of Kansas City and will take up his new duties July 1st. Those desiring the purchase of supplies and rebuilt machinery may also be furnished with the Job Press Rollers. Mr. Everett has a great many friends in the territory contiguous to Kansas City who will appreciate the additional advantages he is offering them, in his new relationship to the trade.

* * *

The Intertype Corporation through its counsel, Barbor, Watson & Gibboney, 165 Broadway, New York City, filed with the Federal State Trade Commission a complaint against the Mergenthaler Linotype Company, its competitor in the manufacture of typesetting machines.

According to Mr. Henry W. Cozzens, General Sales Manager, the complaint, among other things, practically charges that "the Mergenthaler Linotype Company has resorted to consist of statements made that the Intertype Company will not continue in business for any length of time and was only organized for the purpose of forcing the Mergenthaler Linotype Company to buy it out; that the Intertype machine will not stand wear and tear, and inducing prospective purchasers of Intertype machines by false representations to cancel their contracts for Intertypes."

* * *

A beautifully printed booklet, entitled, "Retrospective," has just been published by John Royle & Sons of Paterson, N. J. It consists of a generic sketch of the development of the Routing Machine by Vernon Royle. In the Foreword, Mr. Royle says: "The origin of so many useful machines is lost in a maze of conflicting traditions, and credit is of necessity so often misplaced, that the writer considers it no less a duty than a pleasure to revisit

in memory the scenes of other days, and to present in enduring form these facts concerning the origin and development of the routing machine."

* * *

In the recent Industrial Red Cross Campaign the employes of Sinclair & Valentine contributed to the extent of 100% of their number on the weekly payments plan. In some cases rather than assume the necessity of contributing week by week, some of the men contributed for the entire year. The results were very gratifying.

* * *

Lou Breitenbach, proprietor of the Breitenbach Linotyping Co. of Cincinnati, Ohio, was so unfortunate recently as to lose one foot while handling a gun he thought unloaded. Notwithstanding this serious handicap, Mr. Breitenbach, now using a crutch, is back at his plant looking after his business as though nothing had happened, and exhibiting a cheerful disposition which cannot but win admiration from all who come in contact with him.

Mr. Breitenbach, who has worked himself up from the most modest job in a printing office to the ownership of his own trade composition plant, also is a good American and just prior to his accident tried repeatedly to secure an appointment in the Airplane Service of the Government, being an expert mechanic and anxious to "get a crack at the Hun."

* * *

"Charlie" Berold, brother of President Berold of the Printing Machinery Co., of Cincinnati and Chicago, and who first became acquainted with the Chicago trade when he was manager of the Kirkman Feeder Co., in that city, and who later on was in charge of the Aluminumtype Co.'s office, is now connected with the Quality Electrotype Co., of Cincinnati, Ohio, one of the largest and best known plants of its kind in the West. Mr. Berold, who is an expert in printing plates of all kinds, is managing the new Chicago office of his firm in the Rector Building in Chicago.

NEWSPAPERS ADVERTISING ARKANSAS

The editors and publishers of newspapers who visited the State of Arkansas last month are giving liberal accounts of their visit and describing the attractions of the country in generous terms of praise.

The Faribault County Register of Blue Earth, Minn., edited by Mr. J. M. Palmer, probably contains the most pretentious array of facts concerning the state visited by the editors. The articles are profusely illustrated by the use of engravings which Mr. Palmer obtained at Little Rock and Hot Springs. Column after column of descriptive matter has appeared in the last four editions of the Register, the result of which will no doubt be most helpful to the commonwealth where so many newspaper men seem to be the guiding factors of the political and industrial activities.

Another Minnesota paper which is giving large space to a description of the entertainment provided the visiting editors, as well as excellently written accounts of the big state's development, is the Mapleton Enterprise, of which ex-President H. C. Hotaling is the editor and publisher.

The Canon City Record of Canon City, Colorado, published by President-elect Guy U. Hardy, contains breezy descriptions of the editor's visit and the chatty conversational tone of the account of his impressions is most pleasing. The issue of June 27th, contains four columns of an article entitled, "Days and Nights on a Slow Train Through Arkansas."

Mr. Henry B .Sykes, editor and publisher of the Clinton, N. Y., Courier, writes in a strongly humorous vein as may be gathered from the following headings to his article published under date of June 26th: "Down in Old Arkansas—Reputed Garden of Eden—anyhow Eves are Still There and the Men Like Apples—although they Vote Bone Dry—Certainly a Rich and Fertile Country with Unbounded Resources, though Largely Undeveloped."

The Clinton, Illinois, Register, edited by George W. Hughes, who also has a strongly developed sense of humor, combined with a natural good-naturedness, often finds an outlet in witticisms which cause readers to chuckle with satisfaction. Mr. Hughes published an excellently-written story on "A Little City with a Big Population," in the issue of the Register of Friday, June 14th.

The Newark Journal of Newark, Arkansas, gives an account in its issue of June 13th, telling of the satisfaction that the residents of that city had in entertaining the N. E. A. delegates at breakfast in the Masonic Hall.

The Brighton Blade of Brighton, Adams County, Colorado, edited by Alfred F. Isham, who was also a visitor in Arkansas last month, shows a strongly developed inclination for practical patriotic expression. Mr. Isham is telling his fellow townsmen all about the state which is rivaling even Colorado in attractions.

One of the most scholarly reviews of the editorial trip has been published by Mr. H. U. Bailey, editor of the Bureau County Republican of Princeton, Illinois. Mr. Bailey publishes a wonderful newspaper. It contains a wealth of news in regard to Princeton and the towns for miles around and Mr. Bailey has plenty of evidence as to the extent to which the residents of that part of Illinois appreciate the newspaper.

A PERTINENT INQUIRY

Barnes-Crosby Company, of Chicago and St. Louis, are asking the trade "what are you doing to insure business after we have won the war?" The inquiry is of great pertinency and printers and publishers generally should seek to find an early answer to the question. Mr. E. W. Houser, the President of the Company, has some thoughts upon the subject and will be glad to communicate them to those who are sufficiently interested. In mailing the July, 1918, edition of their monthly calendar, Mr. Houser has presented one method of arriving at an answer and it consists of the use of the best art and engraving service obtainable. The July calendar is printed in four solid zinc color plates made from a black and white pen drawing. In the background is shown a battleship; in the foreground is a sailor who has ascended high upon a masthead from which is flown the Stars and Stripes. The Barnes-Crosby Company announce that their whole organization is at the command of the printers and publishers of the nation and anyone who knows of the intelligence and skill which is represented therein will be glad to testify that the mercantile interests can find few other concerns in the world which are its superior.

"THERE IS HEART IN THE NATIONAL PRINTER-JOURNALIST"

The National Printer-Journalist, founded by the late Benjamin B. Herbert, is carried on by two of his sons in a manner worthy of their well-beloved and respected father. It is the organ of all groups in the National Editorial Association, and no other periodical gets closer to its readers' wants and ambitions. There is "heart" in the National Printer-Journalist, Chicago.—(From the American Bulletin, published by the American Type Founders Company, Jersey City, N. Y.)

Complimentary Dinner, tendered by the
Mergenthaler Linotype Company,
to the Executive Staff and Department Heads
of the Brooklyn Works.
Engineers' Club June 10, 1918.

"GET TOGETHER DINNER" OF MERGENTHALER LINOTYPE COMPANY'S EXECUTIVES AND DEPARTMENT HEADS

One of the most interesting and pleasant events of the past month took place at the Engineer's Club, New York, on the evening of June 10th, the occasion being the "Get Together Dinner" of the executive staff of the Mergenthaler Linotype Company and department heads of the company's works at Brooklyn. The presence of such a numerous body of managers, each an experienced specialist in his department, was impressive of the magnitude of the interest they represented. Mr. M. W. Morehouse, superintendent of the Brooklyn works, was the toastmaster of the evening.

Mr. P. T. Dodge, president of the company in a review of the development of the Linotype, paid a graceful compliment to the skill of the men who had conquered all difficulties and made possible that which had been declared impracticable. Mr. Norman Dodge, general manager, recounted his experience abroad with particular reference to the satisfactory manner in which the Linotype sustained its reputation in foreign countries under the most adverse conditions of climate and bad usage.

A number of other speakers made addresses and the evening concluded in general discussion interspersed with songs by the Columbia Quartette.

Mississippi Press Association

At the recent annual meeting of the Mississippi Press Association in Jackson, the following officers were elected:

C. N. Harris, Madison County Herald, president; O. F. Lawrence, Grenada Sentinel, first vice-president; Ernest Smith, Greenville Democrat-Times, second vice-president; R. F. Galloway, Kosciusko Herald, treasurer

* * *

Central New York Publishers' Association

The annual outing of the Central New York Publishers' Association was held this year at Pulaski, July 13th. The program included visits to Sackett's Harbor, Henderson Harbor, Watertown and the Thousand Islands.

The following are the officers of the association: President, C. H. Skelton, Canastota Courant; vice-presidents, A. P. Bradt, of the Fulton Observer; J. C. Bates, of the Vernon News, and C. I. Burch, of the Earlville Standard; treasurer, B. H. Stone, Camden Advance Journal; secretary, M. V. Atwood, Groton Journal and Courier; executive committee, the officers and C. K. Williams, of the Phoenix Register; Wheeler Milmoe, of the Canastota Bee and Journal; B. I. Sherwood, of the West Winfield Star.

* * *

Outing of Minnesota Associations

The Minnesota Editorial Association and the Northern Minnesota Editorial Association held their joint session and outing at Glenwood.

There were addresses by Larry Hodgson, mayor of St. Paul; J. O. Preus, state auditor; Major Yost, U. S. A.; Julius Schmahl, secretary of state; President Burton of the University of Minnesota, Will Wilke of Gray Eagle, A. J. Halsted of Brainerd, Asa M. Wallace of Sauk Center and others.

Illinois Press Association

The Illinois Woman's Press Association gave its last social affair of the season, a patriotic breakfast, on Sunday, June 2nd, at the South Shore Country Club, Chicago, Mrs. D. Harry Hammer was in charge of the program. Several theatrical stars were guests of honor.

* * *

Women Leave State Association

The Michigan Women's Press Association has withdrawn from the Michigan Press & Printers' Federation, with which it allied itself four years ago. Officers elected to serve the ensuing year are: President, Dr. Emma E. Power, Port Huron; first vice-president, Mrs. Irene Pomeroy Shields, Bay City; second vice-president, Mrs. J. E. St. John, Lansing; recording secretary, Mrs. Fannie Sprague Talbot, Battle Creek; corresponding secretary,

Miss Maybel L. Grisson, Grande Ledge; treasurer, Mrs. Franc Adams, Mason; historian, Mrs. M. Alden, Detroit; directors, Mrs. Eva Bell Giles, Battle Creek; Mrs. Grace Greenwood Browne, Ann Arbor; Mrs. Dora Stockman, Lansing; Mrs. F. W. Gage, Battle Creek.

* * *

The annual outing of the Syracuse Smelting Works, held last Sunday, was made especially interesting by reason of a ball game between the Babbitt and Type Metal Departments, for a stake of $125.00 which it was agreed, was to be donated to the Red Cross. The Babbitt Metal Department had the honor of losing. The outing was held at Whitestone, the merry party leaving the Diamond Street plant in two trucks and five touring cars.

Agriculture and the Rural Press

Continued from page 380

and then threw it directly into the waste basket because he couldn't find that it applied to his territory and because he found so much that required re-working, and he didn't have the time to re-work it. No one realizes that situation better than I do. In Tennessee, I am representing the State and the Government forces that send out to the newspapers the service—and I want to call it Service, as I will explain further on. We are sending out to the papers agricultural items that will be of interest to them and of value to them. I want to give you, if I may, just exactly the form that that service consists of. We send out to certain weeklies exclusive service; consisting of four or five short items—and when I say "short," I mean short. They apply to these particular counties. We do not send a cotton story into upper Tennessee, where no cotton is grown; we do not send a live stock story into a county where wheat is the predominant thing. We send the items there, and, because we have the force to do it, we are making those stories local. We prefer, if the editor has the time, that he re-write the lead, but, if he doesn't do that, it still is a local story for him. We have another service which we are giving now, made up of two or three-liners, and we do for the editor the work he would have to do. We pick out from all these multifarious news services that come from Washington the items of importance to Tennessee and send them to the editors for their use as they may desire to use them. If the editor doesn't desire this service, it isn't sent to him. We do not burden him with what he can't use and doesn't care to use; and, because it has been my privilege to go around to most of these shops, I know the equipment that these shops have and I know the editorial force that they have, I know the men that have to solicit advertising, and I can space this news to advantage in that way and do it, I believe, in real service to the newspapers in the development of agriculture in their communities. We have for the dailies something that the dailies also appreciate. I will just give you one story. We found that the canning waste from a certain canning factory that had been considered of no value, when applied to wheat fields in that community, had resulted in increased yields. As soon as that item reached me, I saw the value of it, and I wrote the story with a Morristown date line. This story called attention to the fact that the refuse from that cannery, which had been considered of no value, had been put on the wheat fields and had resulted in increased yields. That is of distinct news value, because nitrate and other things needed for the growing of wheat have been short this year. I sent that over a Morristown date line. Nobody from Morristown would do it or could do it, or got the news as soon as I did. I sent that to the evening papers in Tennessee, and I found that every one of the papers saw the news in it and published it. No mention was given there of the fact that that news came from the University of Tennessee. We were not publishing it to boom our plant there, at all. We have very little interest in doing that. Our only interest is to spread the propaganda for better agriculture, to encourage better farm life and work, and when we have done that, we have accomplished the function which the Government desired when they established us; and so, to the reader, no knowledge came that that item originated in the office of the University Extension Service. That is the news service we are giving. I mentioned one item. We send out six or eight of those to the morning papers and six or eight to the evening papers each week.

But you are bothered, as country editors, with the amount of copy that comes to you. I know, for I get it the same as you do. I visit country newspapers each week and see what they are getting. There is too much of it; there is too much duplication, and the stories are too long. They are many times of nature that no newspaper man, if he thinks anything of his profession, would use, and I think if I were in the position you are in, I would do exactly as you have done, I would throw the most of it in the wastebasket, but I would appreciate it if the Governbent would realize the time it required of me to look over this stuff before throwing it in the wastebasket. One man told me he didn't have time to open the envelopes; he threw them in the wastebasket in the postoffice.

We give every paper in Tennessee a chance to get the advertising of the hog business. It is a question of sales, and, since that involved sales, we were not going to destroy the value of our news service by having it printed free, so we used paid space. We were advertising hog sales all over the state, in each community where there were surplus hogs that were sold to other farmers. We paid the space rate that the editor charged us. We sent a check to an editor in a near-by county and, getting no reply from him—you know, the Government asks us to get receipts, even though the check happens to be endorsed—we wrote to him and told him that we had not received his receipt. He happened to open that letter and wrote back that he supposed he had done with the other envelope the same as he had done with most of the franked stuff, it had gone into the wastebasket without being opened, but that if we would send him a duplicate check, he would immediately receipt, which we did. But it shows the tendency, too frequently, of the men, burdened with the many duties of the country newspaper office, to destroy their franked mail immediately because there is so much of it that is of little use. And then we find that lots of stuff that is coming from Washington—and I say this as a representative of the United States Department of Agriculture, working for the state, too, please bear in mind—so much of it has no value, at all. We received in Tennessee a story about how to cut ice and store it in the winter. The editor who received that story was very sarcastic in his reply to the United States Department of Agriculture, which he answered direct, and told them they had probably got their mailing list mixed up and sent him an ice story when he intended to send it to Michigan, and that he was calling that to their attention so they could take the cotton story they had sent to Michigan and send it to Tennessee, even though he wasn't in a county that raised cotton.

Following Mr. Potter's address there was considerable discussion relative to the publicity matter sent out by the Agricultural Department at Washington and by various other publicity departments.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order.

FOR SALE—BEST PAYING WEEKLY NEWSPAPER in Nebraska in town of 1,500. It will take money to buy, so don't write if you don't mean business. Failing health is only reason for selling. No competition within 35 miles. For full information address, "Good Buy," care of National Printer-Journalist.

WASH DIRTY TYPE BY THE CASE.—Make your own washing devices—it's easy. Full instructions and constructing model postpaid, $3.00. F. P. Gaffney, Inventor, Commercial Printer, Atlanta, Ga., Central Building.

A COLD SIMPLEX STEREOTYPING OUTFIT produces finest book and job plates, and type is not in danger of ruin by heat; also easy engraving method costing only $3.00 with materials, by which engraved plates are cast in stereo. metal from drawings on cardboard. ACME DRY-PROCESS STEREOTYPING.—A new process for fine job and book work. Matrices molded in a job press on special matrix boards. Easiest of all stereotyping processes. Catalog on receipt of two stamps. HENRY KAHRS, 240 E. 33d St., N. Y.

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The Printing Art

"The Fashionplate of Printerdom"

THIS MAGAZINE is issued monthly in the intesests of printers, publishers, designers, engravers, advertising men and others. Its articles relate to the constructive phases of printing and advertising. It conveys information of real value and interest. It presents regularly the new things in type, design, colorwork, the reproductive processes, and other features of the graphic arts. The exhibits include examples from the leading publishing houses, printers and engravers, and afford the most comprehensive showing ever made of American printing and engraving. The size of The Printing Art is 9 x 12 in. It has over one hundred pages every month. The annual subscription price is $3 in advance; single copies, 30 cents. Foreign price, $5 per year, including postage. Canadian subscriptions, $3.75 per year.

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In order to acquaint you with The Printing Art, send 10 cts in postage and mention this advertisement and we will mail you a specimen copy.

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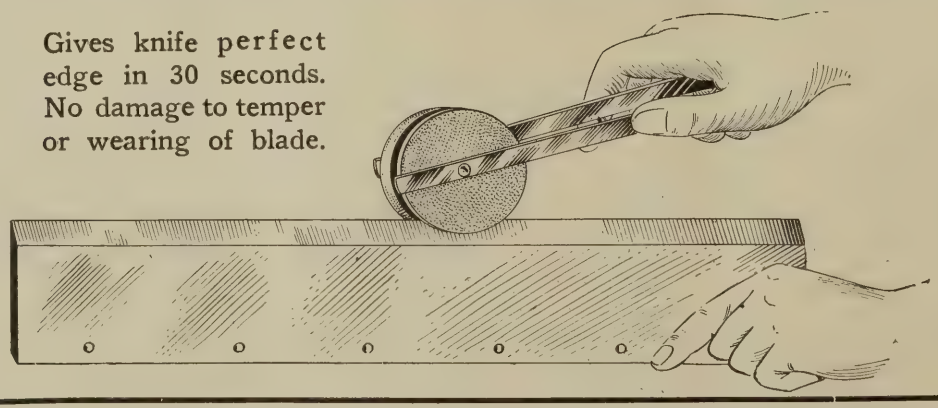

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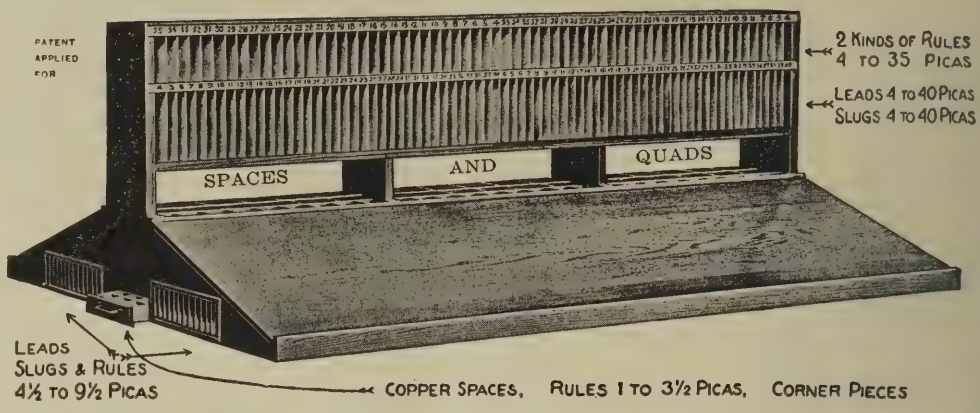
PATENT APPLIED FOR
2 KINDS OF RULES 4 TO 35 PICAS
LEADS 4 TO 40 PICAS
SLUGS 4 TO 40 PICAS
SPACES
AND
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LEADS SLUGS & RULES 4½ TO 9½ PICAS
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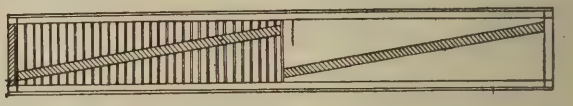

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Let us hear from you if you need storage cabinets or imposing stones.

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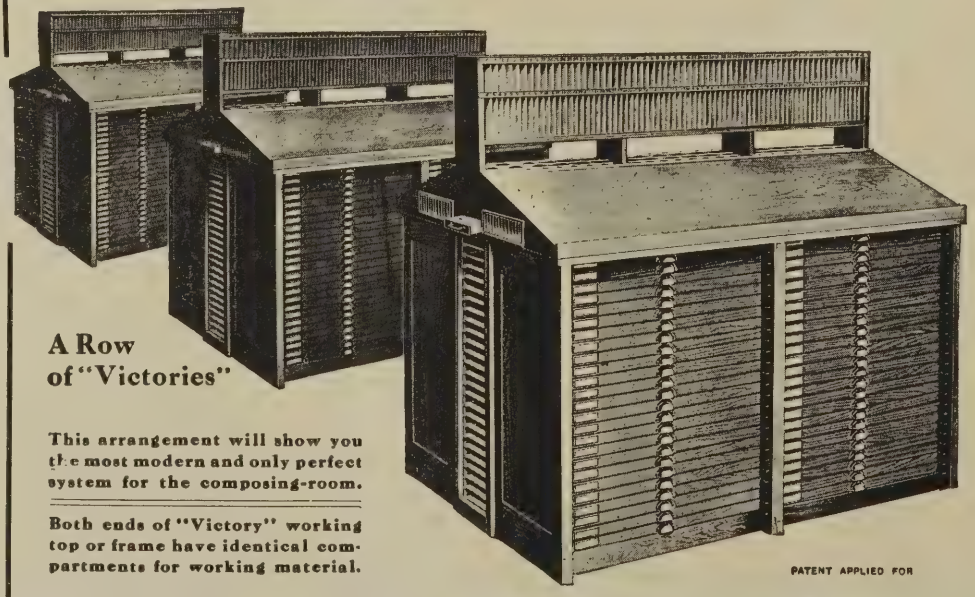

A Row of "Victories"

This arrangement will show you the most modern and only perfect system for the composing-room.

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CINCINNATI, OHIO

NATIONAL PRINTER JOURNALIST

A JOURNAL for PRINTING and ALLIED TRADES

VOLUME THIRTY-SIX CHICAGO, ILLINOIS, AUGUST, 1918 NUMBER EIGHT

A STIFF UPPER LIP

By Edgar White, Macon, Mo.

THERE is very little compaint made of war contions in those towns where the merchants meet the issue squarely and "carry on." Stagnation only visits that community where the dealers have been trying to get along in the old way, and are echoing their customers' cry of "high prices," calls for money for the war and "we don't know what's ahead."

In our town of 5,000, things commercially had slowed up. Good roads were practically forgotten. Many of the stores had quit advertising. One man told me he had given so much to the Red Cross he couldn't afford to run an ad in our paper.

"But the farmers have money," I said.

"Sure, and they're keeping it for the next drive."

The next man said:

"We must retrench, the Government says, and I don't know of any better way than to begin on advertising."

"But the Government says it wants everybody to work harder than ever to produce," I reminded him, "and the merchant is a producer. He handles the goods which the farmer must have, else he can't clothe his family, raise a crop and run his household."

"Mighty little the farmers are spending now-a-days," he said. "Money for advertising is simply thrown away. I'd like to stir up something, but it's no use to try."

Men who have been our best patrons seemed impressed with the idea the Government didn't want them to develop their business, and that the farmers were hoarding all their money to buy bonds and to help the Red Cross.

Finally I took my trouble to the manager of a large department store, and faithfully repeated all my discouraging interviews.

"I'm glad you came to me," he said. "There is just that sort of feeling among our merchants, and they have the wrong idea. The Government has no purpose to restrict honest and necessary business. On the contrary it encourages it. To buy Liberty Bonds, to help the Red Cross and to invest in War Savings Stamps required money, and you can't get money till you earn it. If you don't earn money either by labor or in merchandising you can't help the Government, and its drives for funds would fail. I take it that is a self-evident proposition. Now, as to the other objection, that the farmers are not buying—I don't believe that's true. Farmers are making more money than they ever did before. There's a way to absolutely demonstrate that. Get up a Bargain Day Sale—select some odd day—not a Saturday—and let's see what we can do. I'll finance a large part of the advertising myself if the others won't come in. I'm that much interested in showing them they can get business if they'll go after it with faith."

The other paper's advertising man met with me, and we decided to call the business men together and present the proposition of a Dollar Day Sale. Old scheme, you know, but under new conditions. Five merchants met with us out of a hundred that ought to have been interested. These five agreed to put on a Dollar Day Sale if we'd get fifteen more to go in. We got twenty-one, but it was hard work to get some of them. There were all sorts of curious objections. One man said if we set a Dollar Day the people wouldn't buy anything till that day came. Another man said prices were so high a merchant couldn't sell for a dollar anything worth carrying home.

But we went ahead till we got twenty-one signers, then ordered our cuts and printed a page announcement the first week. We set Thursday as the day, and two days later the local committee fixed for a Red Cross auction sale. Some of our men got weak-kneed then—said people wouldn't come in till Saturday to the Red Cross Sale. It was hard to keep some of 'em in line, but we held to our twenty-one, and ran enlarged papers with their advertisements. I will do them the justice to say that after they saw they were in for it, the merchants went at it vigorously. We had some page, half-page and quarter-page ads showing many desirable articles that could be purchased for a dollar.

When I saw how the merchants were taking to it, and buying up extensive advertising space on our say-so, I began to think of the objections some had made, and to wonder whether or not after all they were right. Or it might rain on Dollar Day, and nobody come to town. Then they'd blame me for getting them into the thing, and causing them to lose their money. It wasn't a very pleasant feeling. But the day was fine, cool and cloudy, and the roads good. I stayed in the office, but occasionally looking out on the streets in the forenoon I couldn't detect any unsual number of motor cars. I asked several members of the printing office force if they noticed whether anybody was in town or not, and with distress-

ing alacrity they assured me they hadn't seen anybody. That meant the thing had failed, and I was afraid to ask any more.

Along about three in the afternoon the manager of a big store called me up. I asked what he wanted, and he requested me to go over.

Going along the walks I furtively looked up and down the streets, but there was no apparent crowd. Not till I got inside the store could I guess what the merchant wanted. But then I knew. The place was packed. There were lines of people at every counter, and a continual stream passing from one department to the other. Even the Christmas Holiday rush was no greater.

"I just wanted you to see how we were getting along," smiled the merchant. "It's been that way since almost eight this morning."

"But the streets—there doesn't seem to be much of a crowd on them."

"Of course not," returned the merchant, "because nearly all these people came in cars—some from twenty-five miles. They sidetrack their cars, go to the various stores, make their purchases and leave town. If you want to see the crowds go out on one of the main highways leading to town."

I went to another big store. The proprietor came running through his swarm of customers.

"Ever see the like of it?" he greeted. "Been wondering where all these people came from."

"You said the farmers were holding to their money,' I suggested.

The merchant laughed.

"So they were," he said, "'till we invited them to spend it. Then they came. Say, what's the matter with having a Dollar Day once a month all through the summer?"

"But the Red Cross and Liberty Bonds and——."

"Shucks! That only helps. Bonds are an investment, and what they give to the Red Cross they never feel."

So it was all down the line. Some of the worst objectors were the most enthusiastic, and all wanted another bargain day "right soon!"

It aroused the merchants; gave them new vigor and confidence. While the idea of a "Dollar Day" was not at all original, yet it was pulled off at the psychological moment and enabled the dealers to get a grip on themselves and brace up. It showed that the situation was not as hopeless as some had imagined. It released new ambitions for endeavor like an injection of fresh blood in worn-out veins.

Out of this experience had developed a small organization we call the publicity committee. It is composed of representatives of the leading firms acting in connection with the newspaper men. The purpose of this committee is to keep tab on the business situation through the trade journals, commercial agency reports and from interviews with customers and traveling salesmen. Thus informed it places at the disposal of the local newspapers original and selected articles calculated to steady conditions. The advertising campaign is also in the hands of this committee. It looks ahead and plans the advertising in accordance with its judgment. The newspaper men have been largely relieved from the task of soliciting each house every day or every week. The matter has been systematized according to a worked-out plan. The understanding with the papers is that they shall devote the space for educational matter free, and as a reward the merchants do more paid advertising for their individual firms. The point aimed at is to keep business going profitably the year round, "between seasons" as well as those times when the trade is naturally good.

As to whether a town is dead or not depends on whether the merchants are willing to devote some portion of the day to hard thinking and planning. If they are content to sit around and wait for the trade it will soon play out, because the thinkers in other places will get it.

The merchants of our town have become thinkers.

SPLENDID PROGRAM FOR U. T. A. CONVENTION AT CINCINNATI

Mr. Arthur E. Southworth, Chairman of the Program Committee of the United Typothetae of America, has arranged the following splendid program for the big convention which is to be held at the Hotel Sinton, Cincinnati, Ohio, September 23, 24, 25:

Monday, September 23

9:30 A. M. Invocation. Rev. Frank H. Stevenson, Presbyterian Church of the Covenant, Cincinnati.
9:35 A. M. Patriotic address. Hon. John Galvin, Mayor, Cincinnati.
10:00 A. M. Announcements and committee appointments.
10:15 A. M. Address of the President. Benjamin P. Moulton, Providence.
10:40 A. M. Address of the First Vice-President, Arthur E. Southworth, Chicago.
11:00 A. M. Annual Report of the Secretary. Jos. A. Borden.
11:30 A. M. "Something Doing." Henry P. Porter, Chairman Committee on Education, Boston.
12:00 M. Presentation of the Standard Accounting System. J. Hugh Jackson, Assistant Professor of Accounting, University of Minnesota; Edgar E. Nelson, Secretary Boston Typothetae Board of Trade; Frank W. Fillmore, Staff Accountant United Typoetae of America.
Open discussion.

Tuesday, September 24

9:30 A. M. Report of Credentials Committee.
9:45 A. M. "Better Letters." Homer J. Buckley, Buckley, Dement & Co., Chicago.
10:15 A. M. "How Can the Printer Create Unusual Business?" Jas. M. Evans, Evans-Winter-Hebb, Detroit.
10:45 A. M. "Preparing and Presenting a Plan for a Direct-by-Mail Campaign." C. L. Estey, Advertising Counsel, Munroe & Southworth, Chicago.
11:15 A. M. "Relative Value of Direct-by-Mail and Magazine Advertising."
11:45 A. M. "Advertising Your Own Business." J. Linton Eagle, Holmes Press, Philadelphia.
12:15 P. M. "Education for the Printing Industry." Frederick W. Hamilton, LL.D., Educational Director United Typothetae of America.
12:45 P. M. Open discussion.
1:00 P. M. Report of Nominating Committee.
Adjournment.
Executive Session, 3:00 P. M. (members and delegates only).

Wednesday, September 25

9:30 A. M. Reports of standing committees:
10:30 A. M. "Abnormal Costs." J. M. Thomson, Methodist Book Concern, Cincinnati.
11:00 A. M. "Price Control. Is the Time Ripe for Presentation of a bill in Congress to license and regu-

late the Printing Business?" George H. Gardner, Vice-President, Cleveland.

11:30 A. M. "Business Associations and the Anti-Trust Laws." Frank W. Noxon, Secretary Railway Business Association, New York.

12:00 M. Open discussion—"War Problems and the Printing Business.' Led by Fred W. Gage, Treasurer.

12:30 P. M. Report of Resolutions Committee. Election of Officers.

THE COST OF PRINTING

3—THE INVENTORY

THERE are but four actual cost-system blanks. But information of one kind and another must be had before the hour costs can be known. It is necessary, therefore, to provide for the compiling and recording of such information.

The cost of an hour of time can not be known until, for one thing, the amount of money invested in the plant is known.

I have never yet found a plant operating without the standard cost system, in which it was possible to find out how much money was invested in each department. Many knew the total investment, but none knew the investment by departments. It is nearly always necessary, therefore, to take a complete inventory of a plant before the Standard Cost System can be installed and put in operation.

For purposes of cost finding an inventory of the equipment would not be required. But we must know the amount of money invested in each department; and as we can seldom or never get the information from the regular books of account, an inventory is the only way to get it. By the way, there are ever so many plants which never were inventoried. The printer, you see, too often thinks that it don't make any particular difference how much money he has invested in his business.

Now as we must in nearly every case take a complete inventory before we can start our cost work, let's do it as it should be done. You can take your own inventory and do it better than anyone else. You will seldom need outside assistance, for the amounts that should be charged off to cover wear and tear and depreciation on the various items of equipment are pretty well agreed upon.

It it is not the purpose of an equipment inventory to show the present net worth of a plant. What it should show is, the list price of every article which is a part of the permanent equipment of the plant. By permanent equipment we mean articles having a life of at least four years; things with a shorter life should be classed as items of department expense.

Perhaps you will wonder why material should be carried at the list price. It is because the printer would stand a good chance of losing money were any other plan adopted. For instance, should a fire occur, the insurance companies can be depended upon to fix the loss at as low a figure as possible. They reserve the right to pay the loss in cash or to replace the equipment, and in making settlements they adopt whichever plan will cost them the least. Now if you say in your inventory that each item of your equipment is worth a certain specified sum, basing your figures on the original net cost, you are hardly in position to complain if the insurance adjusters take you at your word and pay losses accordingly.

It is a matter of history—indeed, of common knowledge—that the general trend of prices is upward. Printing material today is very much more costly than it was four years ago. We have, then, both depreciation and appreciation to figure in arriving at the net value of a plant. If a loss occurs the printer is entitled to have it made good. He is paying for that kind of insurance—paying for insurance to the extent of eighty per cent of the actual value of his plant, in most cases.

At this writing, much composing-room equipment is sold at list plus a premium. Four years ago there was a discount of twenty per cent on most items. For the sake of illustration, let us assume that the premium is twenty per cent, that the plant was purchased four years ago at a uniform discount of twenty per cent, and that a fire destroys ten thousand dollars' worth of equipment (at list prices) on which the annual depreciation charge is ten per cent. What was the value of the property burned, and how much insurance money should the printer receive, assuming that he carried insurance on a total valuation much greater in amount than the value of the property destroyed?

If our printer had followed the teachings of some loose thinkers who pose in the limelight as authorities, his inventory value at the time of purchase of the property destroyed would be $8,000 ($10,000 less 20 per cent), for $8,000 is what the equipment cost him in cash.

From this initial cost a depreciation charge of 10 per cent is deducted annually, which means $3,200 for the four years. At the time of his

fire, therefore, his burned equipment would have a net value, according to his own books, of $4,800, were the basis of value net first cost less the ten-per-cent discount. Now there can be no argument over the fact that no greater amount of loss would be paid than the value of the equipment as shown by his own books.

What would be the value of the equipment with an inventory correctly figured? The equipment today would cost $12,000. As it was purchased four years ago, the depreciation at ten per cent would be $4,800, leaving a net cash value of $7,200, which is just $2,400 more than could be collected under the plan of carrying the equipment on the inventory at its original net cost and from that cost deducting ten per cent annually for depreciation.

The printer is entitled to any increase in the value of his property. To say that he is not is equivalent to claiming that the owner of real estate must sell at the price he originally paid for it even though its value at the time of the sale is much greater. Such reasoning, too, would be equivalent to the claim that the owner of live-stock, or wheat, or stocks and bonds, or property of any sort, must not derive any benefit from any appreciation in its price. The mere statement of the proposition shows its absurdity. But it is no more absurd than to claim that the printer must not benefit from an increase in the value of his plant.

The right way is to carry every item at the list price. The net value of the equipment can then be quickly figured out at any time the management needs the information. All that is necessary is to take the selling prices prevailing at the time and from them deduct the standard discounts to cover depreciation.

The foregoing discussion of the inventory has nothing to do with cost accounting. Its only purpose is to show how the inventory should be kept, and why. But as in almost every instance the plant must be inventoried before a cost statement can be made out, and because the inventory is of great value even though no cost accounting is done, a discussion of the matter can not well be dispensed with.

For purposes of cost finding we must know how much money is invested in equipment. When the inventory is taken, open a ledger account (or accounts) showing the actual original investment in the business office and in each department. This account is the basis of our charges for interest and depreciation, in so far as these charges have to do with cost finding; and they serve no other important purpose. For, no matter how wide the fluctuations in the actual value of the plant on account of the fluctuations in the market prices of printing equipment, the true money investment is shown by this investment account. We must not change our basis of figuring interest and depreciation for cost-accounting purposes merely because the plant through changes in market prices takes on additional value or becomes less valuable; nor would it be right to do so. Costs must be based on the actual investment in equipment in so far as the investment affects the cost of production—that is, relatively speaking, for it stands to reason that if a part or all the plant was purchased at a price below the market rate through some stroke of good fortune, the standard price should be the basis any way, as a moment's reflection will show. I once knew a printer who fell heir to a small plant through the death of a relative. The plant was worth just as much as it would have been had he bought it. Would he have been justified in eliminating interest and depreciation charges from his costs merely because the plant cost him nothing? Assuredly not. Another instance was one in which a friend of mine bought more than a thousand dollars' worth of wood type for fifty or sixty dollars, his good fortune coming about through the fact that in a railroad wreck a shipment of wood type was scattered along the track. The trainmen picked it up and put it in a couple of barrels, and at a later date it was sold with other stuff as unclaimed freight. The railroad people thought the pieces of type were some new-fangled sort of building-blocks. The type was used for years and was carried on the inventory at its true value. An unfortunate fire finally destroyed it, and the insurance companies paid a loss of eight hundred dollars on it.

Here are two forms of inventory blank—a loose-leaf sheet 11 x 8½ inches, and a card 5 x 3 inches. Take your choice:

EQUIPMENT INVENTORY

Description .....

.....

Date bo't..... From .....

Remarks .....

.....

.....List price.....$.....

.....Frt. and installation.....

Total.....$.....

Date disposed of.....

Disposition .....

.....Proceeds, $.....

Inventory Card, 3 x 5 Inches

The above forms are substantially the same. They have been tested by fires in several plants, and have proven satisfactory in every instance.

EQUIPMENT INVENTORY

Date	Quantity	DESCRIPTION	From Whom Purchased	List Price	Frt. and Installation	Total	DISPOSITION		
							Date	How Disposed of	Proceeds

The forms are not cost blanks, but the information they furnish must be had before the cost accountant can take off a cost statement. As stated in a previous article, a number of forms that are not cost-system blanks will be shown in this series, for it is our intention to show not only how to find costs, but also how to make printing pay a profit.

WEEKLY NEWSPAPER PUBLISHERS AGREE TO CUT CONSUMPTION OF PAPER 15 PER CENT

At a meeting called by Mr. Guy U. Hardy, President of the National Editorial Association, at the Union League Club, Chicago, Tuesday, July 30th, representatives of weekly newspapers of the United States agreed with Mr. T. E. Donnelley, Chief of the Pulp and Paper Section of the War Industries Board, that they would carry out the proposition to cut their consumption of print paper 15 per cent over what was used last year.

Newspaper men from Minnesota, Michigan, Indiana, Colorado and Illinois, all representative of the industry at large, told Mr. Donnelley of the difficulties with which they were confronted, but in spite of these conditions they rose to the occasion and offered further and most conclusive evidence of their patriotism.

As spokesman for the weekly newspapers of the Nation, Mr. Hardy outlined the situation to Mr. Donnelley, who had confessed his lack of knowledge of this particular branch of the printing and publishing industry. Mr. Hardy made it plain that the problems of the country newspaper are radically different from those of other publications. He directed Mr. Donnelley's attention to the fact that the country weekly generally consists of eight pages and that it was hardly possible for these papers to make a reduction in size if they were to continue their usefulness as newspapers and serve the interests of the Nation upon the same liberal basis as has been their custom. He said that the 15 per cent reduction in size would mean the use of about seven pages and that the printing of one page less would not save paper, and, further, that the mechanical equipment in most offices would practically prohibit this kind of an operation.

Mr. Hardy dwelt upon the fact, of which Mr. Donnelley was cognizant, that the country papers are supporting the interests of the Nation in a much more effective way proportionately than any any other class of publications. He explained that the country paper was carrying material supplied by the Agricultural Department, the War Department, the Treasury Department, the Food and Fuel Administration, the Red Cross, the Y. M. C. A., and, in fact many other Departments of the Government, and every organization which is allied with it in carrying on the war.

A general discussion followed which finally resulted in a decision that a reduction in size of the country papers was impracticable; that other methods would have to be adopted. First and foremost among the suggestions was that there should be an immediate elimination from the mailing list of the names of all non-paying subscribers, the stopping of every subscription that was not paid promptly in advance, the raising of subscription rates so that every reader would demonstrate the appreciation of his paper by paying more for it and even though the method might result in the loss of some subscribers, the return in revenue to the publisher would warrant it.

One speaker favored exempting the smallest publishers, those who were barely making a living, on the basis that they were entitled to consideration because of their earning less than a minimum wage and in consideration of the splendid service that they are performing with heroic abandon in support of the Government.

The idea, though inspired by the loftiest motives and the outgrowth of years of experience with, and an appreciation for the sacrifices of, the country editor, did not find general favor.

Mr. Casey, the Field Secretary of the Minnesota Editorial Association, Mr. Roy Phillips of The Weekly Review of Chicago, and others, considered that it would be unworthy of the already established reputation of country publishers to claim or accept exemptions of any kind; that though they were making sacrifices and were conscious that the service to the Government was already considerable, that they would go the limit and match their patriotism with that of the boys "over there" who were giving up their very lives in their endeavor to free the world from tyranny and oppression.

It was the sense of the meeting that the period of a year from July 1, 1917, to June 30, 1918, should be used as the basis for comparison as to the consumption of

paper, the reduction of 15 per cent to go into effect June 30th.

There were three exceptions recognized as necessary, the first of which was the necessity of making allowance for cases where publications had combined, or where papers had been bought and others discontinued.

One publisher had pointed out that his subscription list had been increased considerably by the discontinuance of another publication in an adjoining section. It was agreed that the basis for figuring the reduction in this case should be the average circulation after the absorption of the other paper. The second exception was the case of new papers that had been launched and it was decided that the average consumption since the new enterprise had been started should be the basis of computation. Mr. Donnelley thought that it was unwise to penalize a newspaper publisher for his enterprise, although the starting of new publications hereafter will be frowned upon and discouraged except where circumstances may prove the existence of most unusual needs.

Mr. Donnelley thought that recognition must be made of some communities such as Washington, cantonment centers and towns where there are large munition plants, ship-building communities and other places where the population had materially increased and the circulations of newspapers had therefore had natural development. He said that the publishers in such communities would have full consideration. He carefully pointed out where circulations were increased by artificial means, such as the offering of prizes or the holding of popularity contests, etc., there would be no allowance made for the increased consumption, and publishers who embarked upon such circulation-building schemes would do so at their own peril.

Mr. Herbert of the Ravenswood Citizen suggested the following methods of effecting savings of paper:

Stop subscriptions within thirty days after expiration.

Eliminate exchanges and free copies. (Where "exchanges" are necessary, pay the subscription price.)

Discontinue the use of premium and clubbing offers, etc., in subscription campaigns.

Raise subscription prices to accepted commercial standard. (Generally admitted to be $2.00.)

Discontinue printing extra copies for employes or friends or with the expectation of making sales not positively provided for, and limit circulation of sample copies to one per cent of subscription list.

Purchase paper from nearest source of supply.

Furnish only one free copy to each advertising agent using space during the year, and one to each current advertiser.

Discontinue privilege of returning unsold copies by news-dealers.

Save all paper scraps in job printing department that may possibly be sold for production of new orders.

Carefully conserve all waste paper and bale for selling to paper stock companies.

Mr. A. J. Dann, proprietor of the Wave-Times Press, Lake Odessa, Michigan, favored the organization of administration boards, for paper conservation, on the food administration basis, but other speakers pointed out the difficulties of the situation and Mr. Donnelley finally left it to the publishers of the newspapers themselves to adopt whatever method they considered advisable that would effect the result desired.

Following a general discussion, Mr. Donnelley requested that a committee be selected to coöperate with him which resulted in the choice of; Mr. H. U. Bailey, Republican, Princeton, Illinois; Mr. Benjamin S. Herbert, The Ravenswood Citizen, 4610 Ravenswood Avenue, Chicago; Herbert C. Hotaling, Enterprise, Mapleton, Minn.; G. L. Caswell, Bulletin, Denison, Iowa; Wright A. Patterson, Publishers' Auxiliary, Chicago, Ill.

Letters which have been received by the Committee are as follows:

Mapleton, Minn., July 27, 1918.

Benj. S. Herbert, Chicago, Ill.

My dear Mr. Herbert:—As I stated in my annual address, as President of the N. E. A., there is every reason why we should have conservation and economies could be brought about by papers setting matter solid and weeding out dead ads or running ads for nothing. Furthermore, I believe if no paper was allowed to be mailed that was more than three months in arrears it would help a whole lot.

Furthermore, I believe an embargo should be placed on paper. Charity begins at home and our own people should be cared for before we ship paper to supply South America.

The big blanket Sunday paper could easily be cut down.

The bushels of publicity matter being sent to the papers every day could easily be reduced one-half. Cut off the franking by Congressmen of the stuff they are sending out.

Sincerely yours,

H. C. HOTALING.

Enterprise, Mapleton, Minn.

Mr. Benj. S. Herbert:

Dear Mr. Herbert:

"The letter of Mr. Donnelley under date of July 5 and addressed to All Newspaper Publishers, is one that is being considered in the proper light by all editors in our territory. Publishers of country weeklies and dailies have not been guilty of wasting paper through accepting or buying back unsold copies, but they were formerly careless regarding cutting off subscriptions at expirations and also as to the papers sent to advertisers. I know of one man who publishes a weekly paper not far from here whose list fifteen months ago included a list where three-fourths were not paying. A month ago this same publisher assured me that his list was "cleaned up" now. I have urged these men not to send papers regularly to advertisers but only the ones containing ads. We adopted this plan months ago and find few complaints of missed papers where before we had such complaints which we felt were not true and which cost us extra papers in addition to the one sent on mailing list. This is in line with Mr. Donnelley's suggestion, and I believe is being adopted generally. His letter of July 23rd will explain this to those who did not have correct understanding of same (Paragraph 4).

The one paragraph which I believe should be revised in Mr. Donnelley's letter of July 5 is the last one, in re free exchanges. I wrote only July 10th in re this matter as there is not a great amount of paper consumed in this way and there is untold benefit to the communities through the information spread by country papers watching for items of local interest. Our members are following the ruling but feel that it should be modified.

I trust that the meeting may be one of much benefit and regret that it will not be possible for me to attend.

Yours very truly,

W. O. PAISLEY,

President Southern Illinois Press Assn.

Marion Ill., July 29, 1918.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

DOUBTLESS in no other calling is the maxim that "knowledge is power" more truly applicable than in that of the newspaper editor. In the editorial game knowledge is the great and essential asset. The editor who is the wisest—whose store of knowledge is the broadest—whose range of learning is the widest and farthest reaching—is the one who is bound to interest and charm the greatest number of readers—the one who is destined to be voted the ablest and the greatest.

The art of interesting people is among the most difficult in the world, and it is purely and essentially the art of an editor. Of course, salesmen, lecturers, preachers, actors, and men and women in hundreds of other vocations, must, to a greater or lesser extent, practice this intricate, indispensable art, but perhaps none of these is compelled to depend so exclusively upon knowledge alone in catching and holding the interest of his audience.

Persons who sell, teach, preach, perform, or act, have the additional advantages of personality, property and paraphernalia to assist them in attracting and maintaining interest, but the writer—the editorial writer, at least—must rely solely upon his knowledge. The writer of verse, for instance, has the advantage of form and rhyme, and the fiction writer that of plot, setting, characters, etc., but the editorial writer is limited to the mere gripping of his reader's attention and sustaining interest by the sheer force of what he can impart of his knowledge of the subject in hand.

What interests people is a question with which every editor who desires to write interesting paragraphs must concern himself. Only last month the highest-salared and most popular editor in the United States was paid $500 by one of the leading magazines for less than a two-page article on what he thinks interests people. It seems to me this famous modern editor struck the keynote of truth when he asserted that, among many other things, that which most interests people **is themselves and other people.**

This remarkable answer to the question is so broad that it covers nearly everything that might be written or printed. Consciously or unconsciously, too, this truth is what all country editors have recognized who fill their columns with short locals, personal mention items, little news stories, human interest stories and country correspondence. Why such material is so intensely and generally interesting to home paper readers is plainly because it **is all about themselves and other people**—the two things in which Arthur Brisbane declares human beings are chiefly concerned.

In this important matter of interesting folks, there is another essential fact which editors have long recognized: People's interests change with the change of events. For instance, right now, it is very difficult to interest anyone in anything other than the great war at present raging in Flanders, because the world's whole attention is centered there.

Who has not felt the disconcerting influence of these war times? There is a tension—a subtle something bearing upon nerve and brain—which makes it extremely difficult for folks to concentrate upon routine work or to feel much interest in anything not directly pertaining to or connected with the great struggle in which our gallant soldiers are now engaged. Naturally then, just at present, the war should be the central object of study for all editorial writers who wish to be interesting.

No editor can hope to interest his readers in a subject which he has not fully mastered himself. Nor can an editor hope to greatly interest his readers—that is, interest his own fellow beings—until he himself feels a consuming interest in them and in their welfare. And it is likewise as axiomatic that in just the degree that an editor feels a genuine interest in humanity will he be able to interest human beings in that which he writes.

No selfish, narrow soul ever succeeds in gaining the interest and admiration of his fellows. Of course, as Carlyle truthfully said, "the uttered part of a man's life bears to the unuttered, unconscious part of it but a small, un-

known proportion"; but that which a man expresses is, nevertheless, a proportion of his soul's contents. The heart enriched and enlarged by brotherly love and a broad tolerance for all men, their faults and opinions, is sure to become filled to overflowing with most interesting material. Conversely, the heart which is dwarfed and shriveled by bigotry and selfishness, by the very nature of the thoughts entertained and their effect upon the mind, can contain but an infinitesimally small store—a store sour with envy and hatred and all their horrid brood of detestable ideas, which bubbles over through its fermentation, which overflow poisons, disgusts and repels.

It were worse than useless for a man or a woman to try to write interestingly who has no message of interest to impart. And the only possible way for one to attain such a message is through experience, broad reading and deep thinking. Of these three the last is by far the most important. Without careful, emphatic thought, the most varied experience counts for naught; without intelligent consideration for that which one reads, one might as well read nothing. The good we get from reading is the thinking our reading inspires. The book which will not make a man think, or one which is not worth thinking about, is not worth reading. Only by deep, serious, absorbing, energetic, positive thought is it possible to write anything which radiates interest. However, the paragraph which results from such depth of rumination is not necessarily abstruse or ambiguous; on the contrary, deep thinking is conducive to clarity of expression. In fact, the simplest and most easily understood paragraphs ever penned, I dare say, are those over which the author has pondered most profoundly.

This is an era of education. We all desire it and admire it. But many of us do not stop to think that education is all a mental process—a process of thinking. Some of us editors are not so well schooled as others. We read with envious hearts of the Greeleys, the Wattersons and the Brisbanes—the men, I mean, who have become famous—and we say to oureslves, "Oh, if I could only have had the advantages of a college education!" But, without intentionally deprecating college education, without belittling or disparaging it in the least, still let me say that all the greatest teachers or the most cultured professors in the world can do for a man is to awaken his latent powers of thought—to make him think. That's all there is to education. This is why we see men who never had the advantage of a thorough schooling—who never were inside a college or a university—often doing the same work, and even greater work, than many who have had all in the way of instruction that the most eminent seats of learning can offer.

The man who has not cultivated the art of thinking does not amount to much, no matter what his advantages of birth and education have been, and, as a result of the same law, no matter how little actual college tutoring a man has received, if he has acquired the power of logical, forceful thinking, he is bound to make good according to the intensity of his efforts. In short, we are educated exclusively through thought—through our own personal thinking—all the instructor can do is to suggest to our minds—and it therefore follows naturally that the best educated are those who think deepest, most clearly, most emphatically, and most frequently and persistently.

Some of those who read these random paragraphs may say, "All that you write here is very well and good for young men—men yet in their prime—but for us who have passed the days of youth, it is all useless, for we are now too old to acquire these important traits, or master these essential arts which mean so much in the quest for success in our calling."

But for these I have a word of hope—aye, a positive assurance, because it has been proved true time and again by hundreds of notable examples: "It is never too late to mend."

The trouble, I think, with a great majority of the nevertheless commendable inspirational material written today is that it is addressed too exclusively to young men—the men still alive and alert with the fires and fond ambitions of youth, and who therefore do not require these truths, valuable to them, though, as they are, nearly so much as do the men past forty, fifty, or even sixty years of age. For among these latter, such as have not attained success are prone to discouragement through the belief that their day of opportunity is past. Nothing could be further from the truth, however, as the lives of successful men everywhere offer many instances to prove.

Look at Ulysses S. Grant. He was past forty before he really found himself. Prior to Grant's great success as a soldier, in every one of the various undertakings in which he had engaged he had proved a complete failure. Justice Miller, for years recognized as the ablest judge on our supreme court bench, was past thirty-seven before he even begun the study of law. And the biographies of great men reveal cases where those who have left their mark on the world

were even past sixty years ere they made the start that brought them fame and fortune.

No one should ever despair. Despair makes a man negative to the things he wishes to attract unto himself. As a rule, success is not achieved over night. It comes generally as the climax to years of hard and faithful toil. The secret of success is keeping the goal ever in mind—not always in sight, for that is impossible; the clouds of disappointment and trouble will sometimes obscure it from view—but keeping it constantly in mind and driving straight toward it in spite of all obstructions are the means that win.

Appropriating a thought which Dr. Marsden suggests in one of his wonderful inspirational books, the man who, like Columbus, in spite of obstacles, of difficulties and discouragements, lives each day so that he can enter in his log-book, "This day we sailed west because it was our course," is destined to conquer. And this is as true of men of middle life—which implies ripe experience and the wisdom and good judgment which years bring—as it is of younger men.

A good thing for editors to bear in mind is this: There is no subject so seemingly insignificant or unimportant that he who wishes to mount to the highest place in the editorial profession should not interest himself in for the sake of learning. Knowledge, more knowledge, should be every editor's slogan. Remember, to a brilliant mind the commonest things can be clothed in beauty, the dullest subjects made to shine with splendor, and the most ordinary objects to bristle with enchanting interest. Think what Maupassant wove 'round a mere piece of string! Such are the miracles of vital, creative, purposeful thinking.

The country editor who gains the greatest degree of popularity among his readers is that one who interests himself in the welfare of his constituents—in their vocations and avocations—and proceeds to serve them accordingly. If in a mining district, the editor first masters all the details of minerology. He sets himself to the task of acquiring all the lore of ores, their values, of excavating, smelting, marketing, etc. Or, if the field is one of agricultural interests, he sets about mastering the theoretical rudiments of farming, planting, reaping, harvesting and threshing of the various kinds of crops, or, if the field is one of dairying or live stock husbandry, then, first of all, it is with the fundamentals of these branches which the editor proceeds to cram his mind, that he may write intelligently and entertainingly for the readers of his paper. Again, in a manufacturing town the editor will naturally acquaint himself with all the facts relative to the various local industries, and thus prove his interest in his patrons. This fact having once become established, the home editor has little difficulty in interesting those whom he desires to interest.

Human sympathy, which is synonymous with human interest, is another grand asset of the editorial writer. Nothing touches folks more deeply or more quickly than evidence of kindly, unselfish sympathy. But, to succeed, it must be spontaneous and sincere, for shallow, fictitious substitutes, or pretensions, are easily detected.

In summing up, then, I wish to impress it most emphatically, that, in order to succeed in the intricate art of interesting people, an editor must constantly, persistently, steadfastly aspire to the acquisition of knowledge. So nearly as it is possible for a finite creature to do so, an editor should know everything; but, of course, if he gets anywhere near this point of perfection, he will know enough not to assume as much.

Not only should the editor know his own business thoroughly, but to a greater extent than is true or necessary with men in any other walk of life, must he acquaint himself with the rudiments of other people's business. There is an old saying that "Everybody's business is nobody's business," which would be as aptly true if changed to read, "Everybody's business is the editor's business."

As a concluding thought, let me urge my fellow editors to be more avidious in their reading. Cultivate a taste for good, instructive, inspiring books. Read everything within reach on history, science, philosophy, religion, fiction and poetry. Study the lives and letters of great men, and, above all, as you read, THINK, for, in truth, this is the secret of editorial greatness.

* * *

The Des Moines (Iowa) Register is more modest than the Chicago Tribune. The latter claims to be "the world's greatest newspaper," whereas the Register is content to take in less territory and style itself "Iowa's greatest newspaper." I will not commit myself as to the accuracy of this claim, although I can freely attest that the Register is a good morning paper. It carries an up-to-date telegraphic news service and covers the local field well, too. A clever cartoon service is one of the regular features, and I'm inclined to consider this the work of a staff artist rather than of syndicate origin. A better editorial page few dailies can boast of and withal everything about this sheet is praiseworthy, because the typography is high grade

and the mechanical make-up strictly in agreement with standard decrees. Only praise is due the editorial work on this fine modern sheet.

* * *

Unfortunately, it is not given to all of us to know just how to feature up our news in the appetizing, attractive way that Brother W. C. Price does so admirably in his Princeton (Mo.) Post, the front page of which is shown as Exhibit 1. Brother Price further reveals the real newspaper man's instinct in the sort of stuff he has selected as features for this first page of his paper. Note how many of the heads pertain directly to subjects connected with the war, the all-absorbing topic of the times. So keen a newspaper maker as Brother Price is well aware that there is but one way to interest folks just now and that is by giving them printed matter about the one particular thing in which they are vitally interested—the war—and it is remarkable to note how well he succeeds.

We'll Go "Over the Top" With Empey
THE POST
A GOOD THING TO TIE TO
VOLUME XXIII
PRINCETON, MO., WEDNESDAY, MARCH 20, 1918.
NUMBER 6
An American Soldier Who Went Arthur Guy Empey Machine Gun Man Serving In France.
HOW EMPEY WRITES
TEACHING OUR BOYS USE OF GRENADES
PRINCETON BOY ON SHIP THAT PLOWS THROUGH A NEST OF GERMAN U-BOATS
ACCUSED OF STARTING FIRE THAT CAUSED THE DEATH OF TWO MEN
ADJ. GEN. H. C. CLARK WILL SPEAK HERE
RIGHT SORT TO BUCK THE BIG BATTLE LINE
BOX OF CANDY SELLS FOR $100 AT AUCTION
Home News in France
GOVERNOR CALLS BOYS TO FARMS
WOMEN TO HELP DEFEND COUNTRY
Four Mercer County Boys Go In First Call for Second Army Draft
A FALLEN TREE STANDS UP AGAIN
PERSHING'S PIEMAKER TO HELP CELEBRATE
GERMAN SPEAKER GETS A MYSTERIOUS THREAT

Exhibit No. 1

Brother Howard Reynolds, editor and publisher of the Quarryville (Pa.) Sun, gave a little publicity in his editorial department of a recent issue, concerning the discrimination against the printer which is wrought by the ruling of the postoffice department which prohibits the mailing of the printers' products (that is, miscellaneous matter) at parcel postal rates. In fact, Brother Reynolds addressed a letter to the postmaster-general personally, asking that consideration be given this injustice to the employing printer and received a reply from the acting third assistant postmaster-general, assuring him that the point raised should receive notice when the question of making further modifications of postage rates was taken up. In his letter Brother Reynolds claims, and I believe he is right, that, "This discrimination does not materially increase postal receipts, for many small packages that would otherwise be sent by mail

Exhibit No. 2

are sent with bank directors, bakers, butchers, and the like, to avoid the discriminating rate, and near four-pound ones are padded to weight, although it is not so convenient a plan to do so." This department thoroughly agrees with this Pennsylvania editor that there is no just reason why the job printer should thus be so grossly discriminated against by a department which has extended the parcel post privilege to almost every other class of business men.

* * *

The correct idea in the mechanical makeup of a newspaper page is perfectly illustrated in this specimen page from the Oxford Junction

(Iowa) Mirror, exhibited in No. 2. Note how every column top is reserved to the reader, not the advertiser. The Mirror contains many praiseworthy features, but none calls for more commendation than the fine editorial department conducted by Frank Kenney, formerly owner of the paper, which is now under the creditable guidance of Brother Harvey A. Owen. Typographically, this is an exceptionally neat product, with good contents and a clean, pleasing print.

* * *

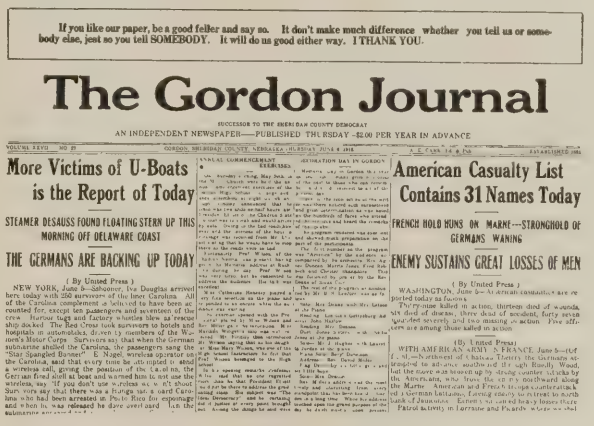
In a late May issue of the Odebolt (Iowa) News I read the announcement of Brother David Phillips, to the effect that he had sold his News stock for the purpose of seeking acquisition of a plant of his own elsewhere, and in a later issue of the same paper I glean the pleasing information that this able Iowa newspaper man is to become not a distant neighbor of mine, having purchased the DeWitt (Iowa) Observer, located about twenty miles from the city of Clinton. During the three years which Brother Phillips has wielded editorial powers in the Odebolt News he has demonstrated his capacity as a thinker, as a patriot and a facile writer. I certainly wish him an abundance of success in his new field and trust that he will not forget this department when he is ensconced in the new office. Brother Fred A. Moore of Des Moines, a printer-editor of varied experience, has been secured by the News' management as Brother Phillips' successor.

* * *

It is the sight of such papers as this Ladonia (Texas) News Leader which causes one to realize the need of departments of instruction in newspaper-making. An examination of this sheet convinces me that there is no reason, except it be ignorance, carelessness, or willful violation of known canons of the art, for the conditions in evidence. The News Leader has a slug dress and very good typographical faces, and, with a little system, care and taste in the office styles and mechanical makeup, could very easily become a veritable little model. In the first place, all the displayed advertisements should be cleared off the front page and other pages made up after the "triangular" method so often outlined in this department of the National Printer-Journalist. Greater pains should be exercised in writing and setting the heads, so as to have them uniform in length of line and style, and the makeup consummated with a view to attractiveness through symmetry. With the evident facilities for handling it, more local news should be gathered and the plates now used thus be eliminated. The advertisement compositor should study the advantages of massing his work, of eliminating ornamentation and unnecessary underscoring. Proper steps should also be taken to prevent the printing up of slugs throughout the ads and reading columns, as well, as nothing renders a printed page more slovenly and unsightly. I would judge that this defect arises from imperfect justification of the forms. Another little detail, which will ever remain a distinguishing mark between good and poor newspaper-making, is whether or not the column rules hang unevenly far below the type at the column feet. Master makeup men see to it that the type and column rules approximately align along the bottom of their pages. Even the pressman on this sheet can improve his work, if he exerts a serious effort.

* * *

The Gordon (Neb.) Journal is a nice, bright, clean newspaper. Its makers have a high regard for results. An original front-page effect is to be seen in Exhibit 3. The makeup of this



If you like our paper, be a good fellow and say so. It don't make much difference whether you tell us or somebody else, just so you tell SOMEBODY. It will do us good either way. THANK YOU.

The Gordon Journal

SUCCESSOR TO THE SHERMAN COUNTY DEMOCRAT

AN INDEPENDENT NEWSPAPER—PUBLISHED THURSDAY—$2.00 PER YEAR IN ADVANCE

More Victims of U-Boats is the Report of Today

STEAMER DESAUSS FOUND FLOATING STERN UP THIS MORNING OFF DELAWARE COAST

THE GERMANS ARE BACKING UP TODAY

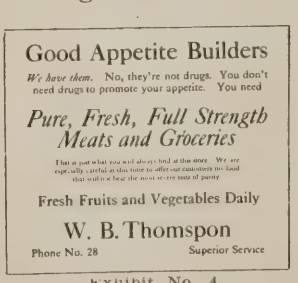
American Casualty List Contains 31 Names Today

FRENCH HOLD HUNS ON MARNE—STRONGHOLD OF GERMANS WANING

ENEMY SUSTAINS GREAT LOSSES OF MEN

Exhibit No. 3

sheet is correct so far as pages 1, 2, 4, 6, and 8 are concerned, but pages 3, 5, and 7 are made up wrong, inasmuch as the hypothenuse, or slant, of the triangle runs the wrong way. The "triangular" method of makeup originated, I



Good Appetite Builders

We have them. No, they're not drugs. You don't need drugs to promote your appetite. You need

Pure, Fresh, Full Strength Meats and Groceries

That is just what you will always find at this store. We are especially careful at this time to offer our customers no food that will not help the most severe tone of pantry

Fresh Fruits and Vegetables Daily

W. B. Thomspon

Phone No. 28 Superior Service

Exhibit No. 4

Piano Buyers

We have three real bargains on our floor in Pianos. We are going to move these instruments within 15 days regardless of price. Come in and look them over if you need a Piano. Remember they are in A No. 1 condition, but we need the money

Strong Curio Company

Exhibit No. 5

suppose, through the ethical idea that, as a newspaper, the best portions of the pages belong, not to the advertiser, but the reader. The best portions are the column tops, particularly the tops of the first columns in the page. With the Journal's system of makeup on pages, 3, 5

and 7 the reader gets more of the last columns than of the first, because the displayed advertisements occupy the tops of the first columns. This effect is what is rightly termed the "pyramidical" form of makeup, for, when the two adjoining pages are opened out flat, the advertising matter describes the pyramidical shape. The Journal advertisement compositor continues to create some admirable specimens with his fine old Caslon letters. See Exhibits 4 and 5.

* * *

Although the Westby (Wis.) Times was an excellent paper when I last referred to it, since then there has been improvement, particularly in mechanical makeup. Among its several praiseworthy characteristics I think none is less praiseworthy than the delightful editorial page (which may be a repetition of my former statement). Brother Hage is a forceful thinker and a clear, concise writer. Just now he is deeply interested in the war and in winning it, as he properly should be, because, naturally, that is what his readers are interested in. Those who aren't so interested, cannot long remain indifferent, if they read Brother Hage's emphatic, patriotic paragraphs.

* * *

Looking over my latest copy of the Lawrence (Mich.) Times, I deplore the absence of editorial expression from Brother Perrin. This newspaper-man is able at editorial work, he possesses a simple, Lincoln-like style of expression, that is not without force or conviction, and I think it is a pity that he does not maintain a regular department of editorial thoughts. Of course, it's a burden—this keeping up of a department of editorials—but it pays in making one's paper more interesting and more infiuential.

* * *

If my memory serve me correctly, it is but recently that I thoroughly reviewed the Pee Dee Advocate (Bennettsville, S. C.) nevertheless, I will repeat (if repetition it be) that an examination of this fine sheet is inspiring. High standards are lived up to in every department and, as a natural result, the Advocate is clean, neat and inviting. A paper with such an excellent news-service, such an eminent editorial page, and with such pleasing typography, mechanical makeup and presswork, cannot fail to impress a person with its dignity and power. In short, it is a delight to peruse such a home weekly.

* * *

There is a high degree of art manifest in these two fine advertisement specimens from the columns of the Oxford Junction (Iowa) Mirror, Brother H. A. Owen's paper, of which mention occurs elsewhere in this same installment. (Exhibits 6-7.) The compositor of these advertisements exhibits a proper appreciation

Make the Home Bright
Housecleaning is over but still the home lacks the cheery and comfortable appearance that you so desire. Have you given the matter a second thought.
We would suggest that you go over each room and see if a nice new piece of furniture here and there would add to the home what it now lacks. Nothing so adds to the beauty of the home as well selected furniture.
REPAIRING FURNITURE
If you have any furniture that needs repairing bring it in now while we have the time to take care of the work.
C. N. Hayden Furniture—Undertaking

Exhibit No. 6

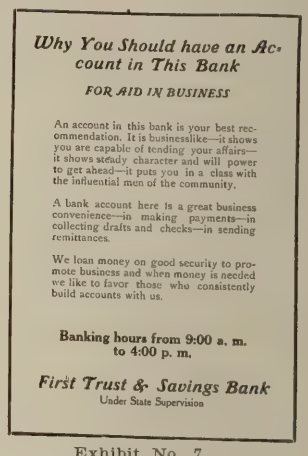

Why You Should have an Account in This Bank
FOR AID IN BUSINESS
An account in this bank is your best recommendation. It is businesslike—it shows you are capable of tending your affairs—it shows steady character and will power to get ahead—it puts you in a class with the influential men of the community.
A bank account here is a great business convenience—in making payments—in collecting drafts and checks—in sending remittances.
We loan money on good security to promote business and when money is needed we like to favor those who consistently build accounts with us.
Banking hours from 9:00 a. m. to 4:00 p. m.
First Trust & Savings Bank
Under State Supervision

Exhibit No. 7

of three essentials to good composition, namely, simplicity of form, adequate white space, and modesty of display. The possession of these three simple secrets is what principally distinguishes the finished printer from the apprentice.

* * *

The Minden (Neb.) Courier is one of the several newspapers which, having given this department of the National Printer-Journalist an opportunity to render a service, thereupon placed this writer upon their regular mailing list, a courtesy which I much appreciate, as thus I am enabled to keep in touch with the progress of the sheet and note any and all innovations inaugurated. Few specimens reach me that are as perfect and pleasing all through as this Minden weekly. In one of the April issues Brother Lee A. Richmond, the Courier's editor, raises the much-mooted question of what grammatical "number" of the simple personal pronoun should be adopted in one's editorial effusions, that is, whether one ought to write in the first person singular, or first person plural, and he decides for himself by discarding the long-honored "editorial we" and adopting "I" as the better form for expressing himself henceforth, as more natural and as more clearly denoting fathership and responsibility for his ebullitions. I approve of the change. For editorial work on home weeklies the first person singular is doubtless the best form. In the case of editorial work on daily newspapers, however, I prefer the use of the paper's title, as for instance, "The Tribune," "The Times," etc., or "this paper believes," etc. Here the employment of a pronoun is not necessary.

* * *

Throughout this installment the leading thought has been interest. What interests

people, how to interest them, and that which interests us all most at this particular time, are phases of the subject considered. How difficult it is to interest people at this time in anything other than the great war now raging in Flanders has also been mentioned, and this, I presume, is the problem with which I myself am confronted—how am I to interest newspaper men in the dry subjects of their own calling when the war is the all-absorbing topic? It is exceedingly difficult to twist the subjects which must of necessity form the subject matter of these paragraphs, around to relation with war. This may or may not be imperative; but unless I soon have evidence of more interest in this department, I shall be tempted to conclude that it has outlived its usefulness and turn my efforts to something more appreciable. In other words, in order to make this department of the National Printer-Journalist a success, in war time as well as in time of peace, I must have the interest and coöperation of my readers—I must have material—newspapers and advertisement specimens — about which to write. These used to be forthcoming in greater abundance than needed, the supply, in fact, exceeding my ability of examination; but of late, during these days of war-time absorption and tension, this is no longer the case. I have now to beg for material. How many are going to respond before another installment is written? As has been said by the editors of this journal, at no time in the history of our country has it been more necessary that newspaper men prove efficient in their calling, for ours is an important and essential business in the winning of the war, however the Government has us classified, and the chief office and purpose of this department is to help its constituents in becoming more efficient.

AN AMERICAN CONCERN DEVELOPS STRONG TRADE WITH SOUTH AMERICA

Many readers of the National Printer-Journalist will be interested in learning that the Ault & Wiborg Company, Cincinnati, Ohio, has developed a strong trade in the paper and ink markets of South America. At the beginning of the war, the Company was at once confronted with a very serious situation, being very large consumers of dye stuffs, and as there were, practically, only three concerns at that time, who were producers of dye stuffs in any quantity, it left a very large percentage to be secured abroad, and at that time the manufacturers over there, apparently, were to be kept busy on other matters for some time.

With its customary enterprise, the Ault & Wiborg Company started to put up a plant to manufacture all the dye stuffs for their own use. The outcome was, what might very naturally be expected, and the Company announces that over ninety per cent of all the materials that were formerly manufactured in Germany consumed by this Company, are now being manufactured in their own plant.

As far back as 1890, the Ault & Wiborg Company began soliciting the ink trade in South America by the use of traveling salesmen and continued efforts along these lines until 1904, when it decided to promote a more vigorous and aggressive campaign and opened its big branch house.

In 1912 it became evident that paper should be added to the business and a general stock was provided for Buenos Aires and for branch houses that have been established in other important centers. In each of the branches there is carried today a complete and general line of paper, inks, etc., and for several years past, this Company has had the largest and most varied stock of paper of any organization in the southern continent, and every house will compare most favorably with any in the States. The Buenos Aires store and warehouses will be equalled by few in New York.

SEEKS RE-ELECTION AS STATE PRINTER OF KANSAS

Mr. W. R. Smith, well known to many members of the National Editorial Association, is seeking re-election as State Printer of Kansas. Mr. Smith points out that he has had twenty years of successful newspaper experience, followed by three years as State Printer, and he feels that the record he has made should especially qualify him to carry on the difficult and important work still remaining to be done. He points out that the present plans for the installation of equipment can be carried out with greater efficiency and economy by himself and supplies other information in a 14-page leaflet which certainly will have thoughtful consideration by the suffrage folders of the Sunflower State.

"'Tis an Ill Wind"

It is a curious anomaly, but the prospect is that though the problems of successfully conducting newspaper and printing offices are most difficult of solution and the trials and harrassments are most severe and though publications and offices are being forced out of business, the result finally will be that those establishments which are upon the soundest business basis will survive and others which have been conducted somehow or other, under a management which has often been loose and without any considerable attention being given to costs of manufacturing, will eventually become worth while as financial investments. The drastic regulations which are now being enforced, the high prices of labor, and the shortage thereof, together with other conditions which printers and publishers have been forced to face, will permit the development of those establishments that are worthily serving their constituencies. "'Tis an ill wind that blows nobody good." Many are discouraged, but those who will change their methods can survive and intrench themselves so as to weather any storms that may arise in the future.

NATIONAL PRINTER JOURNALIST
A JOURNAL for PRINTING and ALLIED TRADES
Established in 1883 as "The Printer and Publisher"
Published Monthly by The Ravenswood Press
4610-18 Ravenswood Avenue, Chicago, Illinois
Entered at the Chicago Postoffice as Second-Class Matter
BENJAMIN S. HERBERT - - - - Managing Editor
O. BYRON COPPER, ALBERT E. DAVIS, ALFRED R. GARDNER - - - - - Associate Editors
WILLIAM E. HERBERT - - - - - Business Manager
E. GEORGE ERTMAN - - - - Special Representative
Official Paper of the National Editorial Association
Member National Editorial Association, United Typothetae of America, Illinois Press Association, Cook County Press Club, Suburban Publishers' Association.
SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.
CHICAGO, ILLINOIS, AUGUST, 1918

At a time when publishers of weekly newspapers are preparing to follow out the order of the War Industries Board to curtail the use of print paper, the big Sunday papers are producing eighty-four page editions, with comic supplements, photo-gravure sections and story papers, using up more white paper in one Sunday edition than is consumed by all the weekly newspapers of an entire state in a week. This condition ought not to continue and when the question of priority in the supply of coal is considered, some thought should be accorded to the relative usefulness of various classes of publications. The small town newspaper today is serving the cause of Americanism much more unselfishly, and with decidedly more heroic abandon, than has ever been demonstrated by any of the large city dailies. The country publisher will present column after column of matter of direct value to the Government without thought of remuneration. The large city daily, however, may publish a page now and then, but almost invariably will by the use of its advertising solicitors be able to get various industries and business houses to pay for the space for the mere mention of their names at the bottom of the advertisement.

There is something in a state of decomposition nearer than Denmark.

* * *

During the past year or two, the National Editorial Association has grown in strength and membership in a surprising way. If its usefulness is to continue, there is no question but that the carrying on of a more vigorous and business-like policy is most necessary. The executive secretary of the National Association should be a man who can give his entire time to the work. The salary should be sufficiently large to attract men of high calibre and ability. The secretary should have working assistants and there is little doubt that the sum of Ten Thousand Dollars a year would be given by the editorial hosts of America if a program of positive agressiveness and large scope could be adopted.

The time seems to be especially auspicious for announcing some such plan because the leaders of the industry everywhere recognize that only by uniting their efforts can they secure the recognition and advantages to which they are justly entitled.

Suppose a five-year program were arranged for; subscriptions solicited from the fraternity at the rate of One Hundred Dollars payable in five annual installments of Twenty Dollars each. There are doubtless scores of larger publishers who are not now in the membership who would respond to a call of this kind if the matter were laid before them in the proper light.

So far as legislation is concerned, there are many reasons for believing, that the country papers which stand so closely to their congressmen would be more influential in securing adequate recognition than could the large city newspapers, although all papers, would become resultant beneficiaries.

The nation owes much to its newspaper press and certainly the national government in the present crisis has been given abundant demonstration that the small-town newspapers are most patriotic.

William G. McAdoo, as Director of the Railroads, might be prevailed upon to exercise the great power of his office in at least seeing that newspaper editors are provided with transportation when attending state and national conventions in return for the service the American press has been giving. What better or more practical recognition could be thought of than this, which is easily within the power of the Government to carry out?

Suppose free transportation were given to delegates chosen by various state press associations to the next convention of the National Editorial Association at Seattle. The probability is that a thousand editors would take advantage of the opportunity and such a convention would have a far-reaching affect, much more powerful in its influence than the gathering of the representatives of any other industry could possibly have. As the oldest, and by by far the largest association of newspaper men in the world, the National Editorial Association surely has a right and a most substan-

tial reason for seeking the opportunity of becoming more valuable and influential. With more substantial and practical recognition, the Association could function to the direct advantage of the Government, particularly in times like the present.

OFFICIAL REPORT OF THIRTY-THIRD ANNUAL MEETING NATIONAL EDITORIAL ASSOCIATION

LITTLE ROCK, ARK., JUNE 3-4-5, 1918
HOT SPRINGS, ARK., JUNE 5-6-7-8, 1918

By George Schlosser, Secretary National Editorial Association, Wessington Springs, S. D.

THE National Editorial Association in its Thirty-third Annual Convention was called to order in the beautiful Assembly Hall of the Marion Hotel, in the city of Little Rock, Arkansas, Monday, June 3rd, 1918, at 9:30 A. M., President H. C. Hotaling of Mapleton, Minnesota, presiding.

Invocation was offered by Rev. J. D. Hammons, of Little Rock, who offered the following patriotic prayer:

"Our Father, we thank Thee for this hour in the World's history, not for the causes that have brought us to this hour but for this hour and America's part in this hour of the World's history. We thank Thee for the privilege of standing with those who have suffered for a cause that is dear to our own hearts, and this morning, in the hour of this crisis, we would not pray Thee, our Father, to be on our side, but we do covet above everything else that we may be on Thy side, that Thy Cause may be our Cause, and then we know that, without the asking, the arm of Omnipotence will be with our armies in France and with the Cause that is dear to our hearts.

"We thank Thee, our Father, that in an hour like this there are those ruling over us whose hearts turn to Thee, who bend their knees in prayer and invoke Thy Divine blessings to rest upon Our Country and to guide them in this hour. God bless our Chief Executive and his Cabinet and all his advisers, and grant, our Father, that in these hours we may throw ourselves completely into the hands of the Almighty, that we can be conscious of the fact that every hour and every day we are fighting for a cause that is dear to the heart of our Master.

"And, last but not least, our Father, do we thank Thee for these men and women who are gathered in our city today. We thank Thee for the press of these United States of America. We thank Thee for their devotion to the cause that is dear to all of our hearts, for their loyal support of the Administration, and for their time and their energy that they have given for the moulding of public opinion. Grant that they may ever, more and more, feel the increasing responsibility that rests upon them in the shaping and moulding of public opinion in our country, and, with these powers in their hands, our Father, we pray Thee to keep their visions clear, and as they write and as they bring to the attention of our people the causes that need writing, may they keep their own hearts guided by the Divine Spirit. We pray Thee to bless them in their deliberations as they have gathered together in our State, and may all these deliberations be wisely guided of Thy Spirit. Bless their homes from which they are absent and the members of their homes.

"Guide us in all of our undertakings, forgive us all of our sins and save us through Thy Word, the Christ. Amen."

After the singing of "America," led by Mr. D. M. Jones, of Mankato, Minnesota, President Hotaling presented Hon. Charles Hillman Brough, Governor of Arkansas who welcomed the association in behalf of the State:

Mr. President Hotaling, Ladies and Gentlemen of the National Editorial Association, Ladies and Gentlemen:—Before welcoming this great Convention, representing one of the greatest professions in the United States to the Capital City of our State and to the imperial and sovereign Commonwealth of Arkansas, I know that it will be a note of encouragement to know that early dispatches this morning state that the heroic French have repulsed the Germans all along the line [applause] and Foch has already launched a counter-attack which has resulted in the capture of a great many prisoners. [Long applause.]

On behalf of the State of Arkansas, ladies and gentlemen, it gives me great pleasure to welcome the representatives of the National Association. A very devoted band of ladies and gentlemen traveled all the way from Little Rock to the great city of Minneapolis last July, and, in competition with twenty-three cities of the United States, notably Miami, Florida, and Detroit, Michigan, your Association did us the honor to hold its Thirty-third Annual Session in the cities of Little Rock and Hot Springs.

We welcome you, President Hotaling and ladies and gentlemen, to a State that, in our humble opinion, is the greatest undeveloped State in the Southland today [applause] a State with an average rainfall of 41 inches and with a mean temperature of 60.8 degrees Fahrenheit, a State that was once the home of the Ozark and Quapaw Indians, the only Indians in the history of America who ever maintained consistently friendly relations with the whites, [applause] a State that has a wonderful composite mixture in its population, the people of the hills and the people of the plains, the people of the hills having transmitted to them the courage and the independence of sturdy Scotch-Irish ancestors and the people of the plains having imbibed that fine courtesy, that fine refinement and that fine chivalry that has always characterized the men and the women of the South. [Applause.] We welcome you to a State, ladies and gentlemen, that last year had a corn crop valued at $94,000,000, a rice crop valued at $11,000,000, a cotton crop valued at $126,000,000, a State that gives to the world 34% of its bauxite and 83% of the bauxite of the United States, a State that furnishes the smokeless coal now used by the United States Navy as they are rushing their units to the units of the British Navy in resisting the German squadron in the great sea battle which early dispatches this morning indicate is about to be fought within the next few days; a State that has the highest acreage yield of rice of any State in the American Union, with 56 bush-

els to the acre, on a wonderful prairie land stretching from Little Rock to Memphis, that fifteen years ago, could hardly be sold for taxes; a State that has the largest peach orchard in the world in Pike and Howard Counties, embracing 3,700 acres; a State that has 19,000,000 apple trees in the two counties of Benton and Washington, Benton ranking first in apple production in the United States, Washington second and Niagara County, New York, third; a State that has the only diamond mine, we are told, on the Western Hemisphere, where, in the wonderful blue volcanic formation, similar to the formations to the Kimberly diamond fields of South Africa, over four thousand precious gems have already been taken, and which only awaits further development by virtue of the fact that a question as to the ownership of fifty-one per cent of the stock in that mine is in litigation between Mr. Charles S. Stifft, one of the leading jewelers of Little Rock, and the Kimberly people of South Africa; a State that has four hundred and twenty-five splendid newspaper men and women within its borders [applause] that have been boosters and, at a tremendous personal sacrifice, not reckoning money, not reckoning the material things of life, have labored in season and out of season to present to the people of our State and to the people of other States the great advantages which the State of Arkansas offers; a State in which there are now gathered from the various forty-eight States of the American Union approximately 45,000 troops, the majority of whom will leave between the 8th and 15th of the month for Camp Dix, New York, thence to sail to France, to become there a living wall between the cause of human liberty and human freedom and those who would destroy them [applause]; a State that has one of the great aviation camps of the United States, at Lonoke, where there are already 150 aeroplanes and where there is a part of that contingent of the 150,000 aviators in the United States who are being trained as the eyes and the scouts of the army.

My friends, we of Arkansas feel that this National Editorial Association is going to result in untold good to our State, and, speaking for the members of the Executive Committee who have had this Association in charge, I will say that I have never known greater efforts to be put forth by any body of ladies and gentlemen than have been put forth to make your stay among us a great success and a genuine pleasure. [Applause.] You all know that there has been arranged for you not only a three days' entertainment in Little Rock and a three days' entertainment in Hot Springs, one of the world's greatest sanitoriums, where over a million gallons of thermal, health-giving and life-restoring waters flow each day to give to modern Ponce de Leons the Fountain of Perpetual Youth, but, in addition to this, there has been arranged a ten days' tour all over the State of Arkansas in order that you may see the varied resources of our State.

My friends, as Governor of Arkansas—and I am sure that I would but voice the sentiment of the Governors of your own States and of the forty-eight States of the American Union—I wish to thank the Press from the bottom of my heart this morning for the noble work that they have done in disseminating the great Cause of Liberty and Democracy, in making the United States, first, safe for domocracy, for it was highly important that the resources of our own Nation be mobilized, that the sentiment of our own Nation and our own people be crystallized, that our own country be made safe for democracy before we could go out and make the World safe for democracy. [Applause.] And this you have done, by pitiless publicity, by turning the X-ray of publicity on slackers, on men who dwelt in the twilight zone of American patriotism, on persons who were not adequately supporting the Liberty Bond sales, the Red Cross drive and the War Savings and Thrift Stamp Sales. I want to commend you for the spirit of unity and the great purpose that animates this organization. You have done all of this in spite of a raise of 200% in the price of print paper, and although the country editors received some relief by virtue of the fact that the manufacturers agreed to remit one-half of the excess rate on print paper to the owners of the print sheets, yet for a long, long time the splendid country editors of this country have been threatened with extermination by virtue of the excessive cost of print paper. Not only that, but the problem of the return envelope, which is a species of unwarranted competition, the problem of the increased rates in the postal zones, are all problems which you have had to deal. As individual publishers, you can receive no relief; it will be just like a thread which can be easily broken, but if these threads, as President Hotaling stated in a splendid argument, can be capitalized into a rope, into a strand of strength and unity in the National Editorial Association, then you will be in a position to go before Congress and, through the various bills that you have pending, introduced by Senator Smith of Arizona and Senator Kellogg of New Mexico, you will be in a position to receive relief from the tremendous handicap under which you are now suffering. [Applause.]

I regard the press, ladies and gentlemen, as perhaps the most vital agency, outside of the military agencies themselves, for the propagation of the great doctrines for which we are fighting. I am sure, my friends, that the editors, the ladies and gentlemen here in this National Editorial Association, in their various papers are going to call attention to the fact that never once has the Kaiser mentioned the name of Christ in any of his proclamations; that he has called attention to God and his co-partnership with God, but that never once, in any of his writings, in any of his proclamations, has he mentioned the name of Christ, and whether a man be Jew or Gentile, Catholic or Protestant, the influence of Christ on human history is the most potent influence in human history, and if the Kaiser wins this war, the principles of Love, of Service, of Justice and of Equality, for which Christ lived and died, will be blotted from the face of the Earth. [I am sure that you will turn your pitiless publicity against the dissemination of German kultur—kultur—k-u-l-t-u-r—K for killing, U for U-boats, L for lies, T for treachery, U for unfaithfulness, R for ruthlessness—K-u-l-t-u-r. [Long applause.] That spells kultur, and kultur is the bane of the modern ruling classes of Germany; but, thank God, there is not enough power in the Hindenburg line to cram kultur down the independent throats of free-born Americans. [Applause.]

Now, President Hotaling and ladies and gentlemen of the National Editorial Association, I want you, one and all, to attend the reception which has been arranged for tonight at the State Capitol by President Pound, of the State Association, and the members of the committee, and I want you to invite your friends. I assure you that the latch-string of genuine hospitality is on the outside of every Arkansas heart and of every Arkansas home. We are going to make good our promises to you at Minneapolis. The whole State is yours, and we are going to try to make this the most entertaining and the most profitable session that you have had in the thirty-three years of your eventful and useful history. There

is one glorious thing about all of this, my friends, and there is one glorious thing about the War and about such meetings as this. I see men from Minnesota, ladies and gentlemen, from North Dakota, from Colorado, from the far West and from Pennsylvania and New York, meeting here in friendly relations with the men and women of the South. This National Editorial Association, composed as it is of representatives all over this country, but typifies the spirit of Unity and the spirit of Determined Unity that characterizes the citizenship today of a common country. [Applause.] We no longer know of North and South, and East and West; and if you had a glass of water in your hands, my friends, I would ask you to join me this morning in drinking this toast on the eve of our boys leaving for France:

Here's to the boys of the sun-kissed South
As they meet on the fields of France;
May the Spirit of Lee be with them all
As the Sons of the South advance.

And here's to the boys of the wind-swept North
As they meet on the fields of France;
May the Spirit of Grant be with them all
As the Sons of the North advance.

And here's to the Blue and the Gray of us all
As we meet on the fields of France;
May the Spirit of God be with us all
As the Sons of Our Flag advance.

[Long applause.]

Ladies and Gentlemen of the National Editorial Association, in the words of Shakespeare, 'Sirs and Ladies, you are thrice welcome. It must appear in other ways than words. Therefore, I scant this breathing courtesy to our State.' [Applause.]

The President then introduced Hon. Charles E. Taylor, mayor of Little Rock, who voiced the welcome of the city:

"Mr. President, Ladies and Gentlemen of the National Editorial Association: The city of Little Rock and vicinity, comprising a population of nearly 100,000 people, have for one year felt very much under obligations to the Governor of this State, the gentleman who has just preceded me on this program, and to the committee of Little Rock and Arkansas citizens who journeyed from Arkansas to Minneapolis last year and secured your consent to meet in your annual session in Little Rock this year. Certain promises were made by that committee. It is my pleasure to say to you, ladies and gentlemen, that those promises were made at that time by the Governor and by the committee which accompanied him and will be carried out fully and more, for the people of Arkansas, the people of the city of Little Rock, rejoice because it is our good fortune to entertain during this week and next week the ladies and gentlemen representing the editorial staffs of the various newspapers of the country. During the next few days, you will have opportunity not only of observing something about the city of Little Rock and the immediate vicinity, consisting of the two military camps, but you will also be taken to Hot Springs, and plans have been made so that you may be carried over fifty-one counties of the seventy-five in the State of Arkansas. When you return to your home, you will have more complete information concerning the State of Arkansas, and I really believe that probably you will have more affection for the people of Arkansas, because, in so far as we can, as far as in our ability lies, we are going to show to you that you are not only welcome but that we need you, we want you to know Arkansas, we want you to know Little Rock and our sister city. Perhaps in all the journeys over the counties of the State you will see nothing which impresses you like the sights which will greet you at Camp Pike, one of the great military cantonments of the Army, and at Eberts Field, over at Lonoke, not far from us, which is one of the aviation camps of the Army. Ladies and gentlemen, the President of the United States, who seems, from his wisdom and his courage as exhibited in his speeches and in his actions during the last two or three years, to be endowed with Divine favor, said only the other day in New York in a speech that the twelve months in which this Government has been engaged in war had knitted the people of the United States together more closely than we would have been knitted in one hundred years of peace; and such is the case. The Chief Executive of this State has referred to the fact that there are in attendance at this Convention men and women from many States of the Union. Mr. Chairman, ladies and gentlemen, there is now in this country no North, no South, no East, no West. [Applause.]

Possibly there is only one company in the United States such as I shall describe. We have recently organized in the State of Arkansas and in this county in which Little Rock is situated a company of veteran home guards of 120 men. I want to say to you, ladies and gentlemen, from the North and from the South, that half of those men are men who wore the Blue, the other half of them who wore the Gray. [Applause.] The Captain is an old Federal soldier, the First Lieutenant is an old Confederate soldier. As they stood at roll call the other day, the Captain said to me quietly, "Do you know the ages of these 'boys'?" I told him, "No." He said, "The youngest man is 70 years old and the oldest is 84." [Applause.] It was my pleasure, on behalf of the Governor, who was absent from the city at that time, to present the commissions to the officers who had been chosen by the members of that company. I confess to you that there was a clutching at my throat, there was a tear in my eye, because I felt that we younger men could well bow to the spirit of these older men. [Applause.] As one of the men who wore the gray said, standing there in his gray uniform and his Captain in his blue uniform, "There was a time, boys, when I fired on the Stars and Stripes. I thought I had a just cause. For many years, as you know, I have been a loyal citizen of this country, and today, so far as my physical capacity goes, I am willing to do everything I can, as a member of the Home Guard, to protect the institutions of this city while the younger men go to the front." [Applause.]

Ladies and gentlemen, just one thought and I am through. There is, perhaps, no parallel in history to the fight in which we are engaged, unless the two parallels were created by our own Nation, one our advent into Cuba to protect that stricken nation from the unreasonable demands of a cruel and tyrannic people, the other when the Pilgrims came from the old country because they had been browbeaten by those in authority and not permitted to worship God according to to the dictates of their own consciences. They made and they carried forward a warfare of pioneering in a strange country in order that they might be permitted to do that which was right in their own views and in their own consciences. Today our own great Nation is going forward through its Army and Navy to the front in Europe in order that we may fight for that which we hold to be an

ideal, in order that we may throw the great power and the great weight of the American people, with the resources of the American Nation, into the balance, in order that little peoples as well as great peoples may be governed according to the way they want to be governed. [Applause.] We are fighting for that which we believe to be right. Ladies and gentlemen, victory is sure to come. I don't know whether it will come today or tomorrow or next year, but, let me tell you, let me remind you of a little incident that is familiar to every one of you, that of Goliath and David—how it was that the stripling, sneered at by his brothers, wondered at by the king, was yet willing to advance against this man who came forward with his Hun-like attitude, threatening to annihilate this boy who approached him, and this boy said to him, "You come to me with a spear and with a sword and with a shield, but I come to you in the name of the Lord of Hosts, the God of the armies of Israel," and you know the result. We mortals, I feel sure, have, ever since our Sunday School days, taken the same delight in the result that came about through the use at the proper time of the sling and the sword, and while we today, we American people, we Christian people, we God-fearing people, are taking hold of all the modern munitions and of all the latest weapons endeavoring to bring about the result that we are fighting for and which we know will come to us, yet, at the same time, the reason we are going to win, ladies and gentlemen of the National Editorial Association of the United States, is because our hearts are right, the principle for which we are fighting is right, and, being right in our own minds and consciences, we are thrice armed, and the victory will come to us and come to the American people because we are right and because God wills it, and in His own good time and pleasure the victory will be ours. Ladies and gentlemen, I welcome you." [Long applause.]

President T. L. Pound of the Arkansas Press Association, in behalf of the newspapermen of his state, expressed his appreciation over the holding of the National Editorial Convention in Arkansas.

In the absence of Past-President Lee J. Rountree of Georgetown, Texas, who was to have responded to the addresses of welcome, Past-President George Hosmer, of Denver, Colorado, was called and spoke as follows:

"Mr. President, Governor Brough, Mayor Taylor and Friends of Arkansas: I suppose it is up to the National Editorial Association to "Let George Do It." [Applause.] It was whispered in my ear a few minutes ago that was what I was expected to do. I said there were plenty of people in the audience who could make lots better speeches than I could, but President Hotaling said he thought I wouldn't talk very long. [Laughter.]

I happen to be the only outside person in this audience who attended the last meeting of the National Editorial Association in Arkansas. I remember, Governor Brough, the wonderful time we had over at Hot Springs seventeen years ago. I remember the wonderful entertainment that was given us on all sides. I knew before I came down here what we were going to get at this time, and it certainly does give me pleasure to say a word or two on behalf of the greatest newspaper organization in the world this morning to your words of welcome; and I say that, Governor Brough and Mayor Taylor, advisedly. This organization today represents in active membership more than 3,000 newspaper men, it represents in a delegated capacity more than 10,000 newspaper men, and while the war has kept many of us at home, the hearts of the boys at home in the trenches are with us here today, they are watching what we are doing and they expect us to go ahead and do what they would do were the 500 or 1,000 newspaper men that would be here today able to be here. I am certain, Mr. President and ladies and gentlemen, that we are going to go ahead as we have been going ahead, in the interest of a greater country and of greater work for all the people of the country. [Applause.]

Members of the National Editorial Association

This Association within the past year has accomplished some remarkable things. Looking over this audience this morning and seeing not one-fourth as many as I have seen at some past conventions, you may think that I am "spreading it on" a little bit, but the facts are that I know that we have been accomplishing results. I came here this morning from a trip to Washington on behalf of this Association. I know the things that are being done, and later, in a report, I will tell you some of the important activities of this Association through one of its committees, at least. I know that President Hotaling has worked unceasingly for the betterment of this organization and that he has accomplished much. [Applause.]

We are proud to be here today, Mr. Governor, Mr. Mayor, Mr. President of the Arkansas Press Association—we are proud to be here today; we know we are going to be well entertained, we know we are going to have a good meeting, and we are going away with love for you all. [Applause.]

Governor Brough: I want to say that the most valua-

ble compendium of information, in my humble opinion, outside of histories, that has ever been compiled with reference to the State of Arkansas was compiled by Mr. Schaefer and Mr. Frank Henderson, and I would be very glad, and we would all be very glad, if every visitor would get one of those beautiful books of some 500 pages which these gentlemen have prepared with reference to the State of Arkansas. They are free as a gift of the Association. [Applause.]

Vice-President Guy U. Hardy, Ladies and Gentlemen: The next on the program is the Annual Address of the President. Your President needs no introduction. [Long applause.]

President Hotaling: Mr. Chairman, Ladies and Gentlemen: I have in my hand a message from the man who stands in the White House at Washington, guarding the interests of America at this time. [Applause.]

Mr. Hotaling read a message from President Wilson. [Applause.]

President Hotaling read his address, the text of which was printed in the June number of the National Printer-Journalist.

Vice-President Hardy: It is the custom to have a committee appointed to consider the President's address. I will appoint on that committee Mr. Herbert of Chicago, Mr. Aikens of Indiana, and Mr. Peterson of North Dakota.

Hon. Frank Sisson of Wall Street, New York, scheduled to speak on "Reconstruction After the War," was detained from being present and it was unanimously voted that his address be included in the published records of the Convention. In his younger days Mr. Sisson was a country publisher, but at the present time is at the head of some of the largest activities of the day.

It was moved, seconded and carried that the address be published in the minutes of the meeting.

Mr. Bowen of Texas: Mr. President, Ladies and Gentlemen: My friend Rountree, who was to have been with us today, has had a good deal of sickness; he has been confined to a sanitarium; he has been called upon by the Food Administrator. Texas would have been down here in her usual strength, but every single one of those who have been in the meetings of the Association heretofore are kept today by reason of the causes set out in the magnificent address of the President of this Association. I had intended to and had made all my plans to enlist my services for the war at its very beginning. Since 1832, it has been the history of my family to enlist at the beginning and go all the way through unless they were buried. I was called to attend a meeting of the National Tuberculosis Association. That Association looks after the work in our State—the white plague. They are going to meet in Boston, and I offer this in explanation, because every man ought to be here who is loyal to the press. I will be compelled to leave on the fast train this afternoon for Boston. Otherwise, I would remain all through this meeting. I thank you. [Applause.]

The President announced the appointment of the following committees:

Committee on Resolutions:
- Mr. Edward Albright, of Tennessee, Chairman.
- Mr. H. U. Bailey, of Illinois.
- Mr. George W. Hughes, of Illinois.
- Mr. H. B. Sykes, of New York.
- Mr. J. C. Brimblecom, of Massachusetts.

Commitee on Necrology:
- Mr. W. R. Hodges, of Minnesota, Chairman.
- Mr. George E. Hosmer, of Colorado.
- Mr. Irwin Funk, of Arkansas.
- Mr. Homer Harwood, of Michigan.
- Mr. Benj. S. Herbert, of Illinois.

Auditing Committee:
- Mr. Will Wilke, of Minnesota.
- Mr. W. J. Skidmore, of Missouri.

at Camp Pike, Little Rock, Ark., June 3, 1918

SECOND DAY

Evening Session—June 4, 1918

The meeting assembled, pursuant to adjournment, when President Hotaling announced the receipt of a telegram from Hon. Brooks Fletcher, saying that he would be unable to be present at that hour, but would speak at the banquet scheduled for Pine Bluff, June 10th. Telegrams were also read from Hon. Fred Hadley, Past-president of the Minnesota Editorial Association, expressing his regret at his inability to be at the Convention, and from Hon. Guy P. Clarke of Clarksville, Mississippi, along similar lines.

Past-President Tozier also expressed his regrets in a letter to the convention.

A letter from Past-President Rountree was also presented by Mr. Geo. E. Hosmer. It was then suggested that telegrams be sent to Mr. Rountree and also to Mr. Buck Bragdon of Monroe, Michigan, who is ill and unable to be present, expressing the sympathy and good wishes of the Convention. President Hotaling stated that the desires of Mr. Hosmer in that direction had been anticipated and that messages had been wired during the day.

Lieutenant Charles Armstrong, of Victoria, British Columbia, a newspaperman, who has performed his bit in the trenches "over there," was presented and gave a very interesting account of his experiences in conducting a war paper.

Lieutenant Armstrong: Mr. President and Members of the National Editorial Association: In justice to myself, I would like to preface my remarks by saying that, as will become quite obvious to you before I get through, I am not a speaker, but I will do the best I can, since I have been put on the program, to give you some idea of the experiences that I had in France that might be interesting to you.

First, in regard to British Columbia, the Province in which I am living at the present time and from which I enlisted: It is not my native Province, but I was out there when the war broke out and I got into it with British Columbia troops. British Columbia, in 1914, had a population of approximately 300,000 men, women and children. From the 4th of August, 1914, to the 28th of February, 1918, the actual figures as to the fighting troops, officers and men, irrespective of nurses and independent medical staffs and individuals who went overseas to work in the munition factories and assist in that way, show that 49,258 officers and men have gone overseas from British Columbia. Figuring it on a reasonable basis, that is about 16% of the available fighting material in British Columbia. In the matter of privileges I was fortunate from the very beginning. I was accorded the full privileges of a private. These were many and varied, and included the privilege of sleeping on the floor with one blanket. Along about October in British Columbia that got to be quite some privilege. In the course of time, I got certain opportunities and was able to make good sufficiently to be made Lance Corporal, and then I had luck enough to be shoved along from one rank to another until I got my commission. Shortly after I got my commission, the Colonel commanding the battalion, having discovered that I had been a newspaper man most of my life, asked me if I would take charge of a newspaper for the battalion. Of course, the duties in connection with that were extra and over and above my duties as a Lieutenant; so I started in as Editor of The Western Scot, and I got a great deal of fun out of it. . .

When the time came for us to leave Victoria to go overseas, the Colonel asked me what I was going to do about publishing a newspaper until we could get to England. We had a small fund and so I started out, bought a press, a few galleys, and some odds and ends of junk, then I went to the newspaper offices and made a collection of odds and ends of type and had it all sent up to camp. . . .

I next went to the pioneers and got them to make a box to carry all this stuff. We had quite a nice little

A group of Editors and relatives who attended the Thirty-third Annual Convention National Editorial Association

1. Cassius L. Coward, Enterprise, Lodi, Wis.
3. E. L. Peterson, News, Dickinson, N. D.
4. George W. Hughes, Register, Clinton, Ill.
5. John A. Riggs, New Era, Hot Springs, Ark.
6. Benjamin Herbert, National Printer-Journalist, Chicago, Ill.
7. H. U. Bailey, Republican, Princeton, Ill., Member Executive Committee.
8. H. B. Sykes, Courier, Clinton, N. Y.
9. J. C. Brimblecom, Graphic, Newton, Mass., Member Executive Committee.
10. Herbert C. Hotaling, Enterprise, Mapleton, Minn., President N. E. A.
11. Guy U. Hardy, Record, Canon City, Colo., President-elect N. E. A.
12. C. F. Hadley, News, Camden, N. J.
13. George E. Hosmer, Forum, Denver, Colo., chairman Legislative Committee, N. E. A.
14. George Schlosser, Republican, Wessington Springs, S. D., Secretary, N. E. A.
14½ (Between Messrs. Hosmer and Schlosser) J. Byron Cain, News, Belle Plaine, Kan., Treasurer, N. E. A.
15. Edw. Albright, News, Gallatin, Tenn., Vice-President, N. E. A.
16. Frank N. Henderson, Courier, England, Ark., Member Executive Committee.
17. Will Wilke, Gazette, Grey Eagle, Minn., Member Executive Committee.
18. R. O. Schaefer, Southern Construction News, Little Rock, Ark.
19. Louis Spence, Piggott, Ark.
20. C. A. Berry, Huttig, Ark.
22. Wm. Jones, Bigelow, Ark.
23. Homer Harwood, Watchman, Warren, Mich.
24. Miss Olive Johnson, Hartford, Ark.
25. J. M. Palmer, Register, Blue Earth, Minn.
26. J. F. Gaskins, News-Record, Sabina, Ohio.
27. Mrs. Guy U. Hardy, Record, Canon City, Colo.
28. J. H. Bloom, Devil's Lake, N. D.

compartment box made and marked it "Pioneer Stores" so the transport officer wouldn't get huffy when we put it on the transport. We got aboard and got our press set up in the baggage car and tried to get out a copy of The Western Scot. I could talk to you for at least an hour on the experience of getting out that edition going across the continent. I think the type was pied at least sixteen times going across. Finally, we got off a copy just before we got to Halifax. So far as I know, that is the only copy of a magazine that has been published while going across the continent. When we got to Halifax, we set up our plant again, and we published our magazine going across. When we got to England, we made arrangements with publishers in Fleet Street, London, and we brought out a very respectable paper, with was always getting into trouble and I would have to go and beg him off. Then one time we had a shrapnel shell burst over the press. It took out some of the platen, among other things. We got out four editions in France. They consisted of contributions from anybody who wasn't too busy scrapping to write a line. Some were humorous, some were intended to be pathetic, and were probably more pathetic than they were intended to be.

When the division with which were were serving was through in the Somme, we started out, and we had our press and all our equipment and were going to get away with it, but we were the last of the Canadians in the Somme. We were operating at that time with the Fifty-first Division of Gordon Highlanders, which has been mentioned so many times. They had just taken Beau-

In front of Arlington Hotel, Hot Springs, Arkansas.

29. H. B. Dixon, Rison, Ark.
30. John B. Gairing, Western Newspaper Union, Chicago, Ill.
32. J. A. Richardson, Indianola, Miss.
33. Mrs. H. C. Hotaling, Mapleton, Minn.
34. Mrs. Will Wilke, Gazette, Grey Eagle, Minn.
35. Mrs. F. C. Hotaling, Review, Mankato, Minn.
36. Mrs. R. O. Schaeffer, Little Rock, Ark.
37. Miss Isadore Coward, Enterprise, Lodi, Wis.
38. Mrs. C. E. Palmer, Texarkana, Ark.
39. C. E. Palmer, Texarkana, Ark.
40. Paul Jones, Rector, Ark.
42. W. R. Smith, State Printer, Topeka, Kan.
43. H. C. Miller, Free Press, St. Peter, Minn.
45. W. Lloyd Adams, Standard, Rexburg, Idaho.
47. R. L. Brown, Sentinel, Sumner, Miss.
48. W. W. Aikens, Evening Star, Franklin, Ind.
49. A. F. Isham, Blade, Brighton, Colo.
50. Mrs. S. R. Bivens, Eldorado, Ark.
51. Mrs. G. W. Mason, Eldorado, Ark.
54. Mrs. A. L. King, Minneapolis, Minn.
55. A. L. King, Skordemanan, Minneapolis, Minn.
56. Miss Mae Hamilton, Pilot-Tribune, Storm Lake, Iowa.
57. Allen E. McGowan, Press, Appleton, Minn.
60. Mrs. J. H. Simms, East Liverpool, Ohio.
61. Fred Hawkins, Nashville, Ark.
62. Mrs. Paul Jones, Rector, Ark.
65. Miss Clara Amos, Daily News, Sidney, Ohio.
68. Mrs. Maude Creekmore, Hartford, Ark.
69. J. H. Simms, Morning Tribune, East Liverpool, O.
70. H. R. Ripley, Advertiser, Tipton, Iowa.
71. Stanley Crane, Hot Springs, Ark.
72. James Holt, Memphis, Tenn.
78. C. N. Searl, Journal, Humboldt, S. D.
81. E. C. Funk. Democrat, Rogers, Ark. In uniform as officer in Army Y. M. C. A.

a good deal of advertising, as we did in Canada. We packed our press in England, having camouflaged it, and we landed first in Ypres salient. We published two or three copies of the paper, then we went into the battle of the Somme. There was where we had our real test as soldier publishers. When we wanted to set up our plant, we would get some fellows to put a piece of tent over a shell hole and provide us a place to get out our paper. About this stage, I began to have an awful time with the printer. He was the only one in the battalion; he was the only one extant in France, as far as I knew. I was afraid he would go up the line and get killed. He mont-Hamel and were advancing upon Regina trench for the purpose of taking that. It was early in the winter, in December, and words would not describe what conditions were as to mud at that time. As we were moving out, the transports got bogged to such an extent that Division Transport officials came down and absolutely insisted that everything be ditched that was not actually essential. They wouldn't be put off or camouflaged by anything. They came across this great big box of ours marked "Pioneer Stores," and had the nerve to look in it. When they found this printing equipment, it looked as if a lot of us might be shot at dawn. We

had to leave it. They told us if we had any objections, we might go and get it when the war was over. I suppose it's still waiting for us there. That was the end of our editorial enterprise in France.

Mr. Armstrong continued his talk in an interesting account of the training received in England before leaving for the front, concluding his remarks in the following statement:

The Kaiser has done one thing, which is the opposite of which he hoped to do: he hoped to wreck the world; he succeeded in binding closer the blood tie, by the seal of blood spilled on the battlefield. When your casualties begin to come in, your mothers begin to lose their sons, as ours have lost theirs, and the American and the Canadian mothers get together, don't you think that bond alone is enough to knit them together? [Applause.] One has lost her son in France, the other has lost her son in France, in a cause that is absolutely beyond criticism or cavil.

I thank you. [Applause.]

President Hotaling: I am sure we all appreciate this narrative of Lieutenant Armstrong's personal experiences, not only in publishing a paper in war times but his work on the firing line.

D. M. Jones, announced to give a solo, excused himself by saying that no accompanist was present and in place of singing gave several dialect interpretations.

President Hotaling: Just at this time, the question that is vexing every printing office in America is the matter of help, men in the mechanical department. Down in this State of Arkansas, the Federal Government has established a Vocational School for the education of printers. We have with us tonight the head of that school, Mr. Stevens, who will speak to us for a few minutes on the subject of "How Uncle Sam Makes Journalists." [Applause.]

Mr. Stevens' address was printed in full in the July number of this magazine.

Mr. Herbert, of Chicago: Mr. President, Ladies and Gentlemen: I attended a meeting of the Typothetae Franklin Club in Chicago just before leaving, and the discussion there was concerning the labor situation, and one man, Mr. Donnelly, who has been very successful in training boys as well as girls in the printing industry, made some very startling statements—it was along the line that you have mentioned—and he indicated that it would be a matter of only a few months when some of the offices in Chicago and other parts of the country where they rely upon the help of young men, especially in the draft age, would be in such shape that they would be unable to handle their work.

After arriving here, we had the pleasure of visiting one of the largest plants in Little Rock, and we found that the stories that the editors have been telling us about their inability to get help were verified there.

Now, it occurs to me, since it is true that there are only nine States that have adopted this vocational method of training under Government supervision, that it will be up to us, as editors, and as members of associations to try to get this educational system adopted in our different States. I would like to ask the gentleman what National department this work is delegated to.

Mr. Stevens: I am glad you spoke of that. The Smith-Hughes fund is apportioned among the States according to their population. Every State is entitled to one or more vocational schools. They are made available through the State Departments of Education. In Arkansas, the Government does all its business through the State Department of Education, here in Little Rock. The Government deposits its funds with the State Superintendent of Public Instruction, and he in turn disburses these funds. Some of the more densely populated States are entitled to more than one of these schools. Indiana, I believe, has two now; Missouri has two or three; Oregon has one; New Jersey has one; Minnesota, I think, has one. I am not sure about Minnesota, but I think the school is operated in connection with the University.

The manner in which these schools are secured is this: Any school board in your State which thinks it needs a vocational school simply has to take the matter up with the Department of Education. Your proportion of the Smith-Hughes fund, which amounts this year to $2,000,000, and in 1926 increases to $7,000,000, will enable you this year to get a good start in a small way. By 1926, you can be drawing about four times as much from the Government as you draw in this year of 1918.

Now, there is one other thing I desire to speak about before I close—I neglected it—and that is the matter of apprentices being employed. So far as I knew, all of the schools of printing, under the Smith-Hughes bill, are unionized. Our school is unionized. I belong to the union and carry a working card in the union, and all the boys and girls working under me are working under union instruction and supervision. When they have finished their course, they will have the same rights as any apprentice who is working in a union shop.

It is a very easy matter to get these schools. It is just simply a matter of taking it up with your State Department of Education and telling them that such-and-such a city wants this school. The school board must provide the plant and install the plant and, of course, furnish the pupils. These pupils in printing not only have to learn to set type but they have to take twenty-five per cent of their school day for the study of printing English, which includes spelling, capitalization—applying their regular academic English—and they must also study printing mathematics and science. I teach all of the branches in our school except science. That is taught by the science teacher. Here is another thing: this science teacher teaches these pupils in printing science one hour a day, and the Government pays him one-twelfth of his salary for doing that. If your English teacher is called on to teach English, the Government will pay him or her for their time. It doesn't make any difference if there is one or a dozen teachers teaching these pupils, the Government pays half of the time of the teacher. We maintain the three classes. I think they work fine together.

When we get to running our high school newspaper, I would like to have the name and address of every editor in this Convention and would like to send him a copy of this paper. It is going to be edited by our class in journalism and printed by our class in printing. It is going to begin in September. They are going to do everything—set the type, make it up, print and distribute it. We are now engaged in printing, I suspect the first text-book that was ever printed by a school for that school in the United States. We are printing a sixty-page book of Memory Gems for the first grade in the school. Next semester, we are going to make up and print a one hundred-page Memory Gem volume for the high school. We are also going to print the three catalogs this summer. We do a lot of school printing, and other printing, besides. We are doing some printing for the Food Administrator. We endeavor, as far as we can, not to conflict with our newspaper and job offices in the town, but there is a great deal of work in our town that the newspapers and job offices don't care for

or don't have the time to do, or work that they can't do at a profit and that would go out of town, and that we do. We keep that money in town.

I think that all of you people, from every State that hasn't one or more of these Government Vocational Schools, if you will take it up with your State Department of Education when you go home, you will get mighty quick action on it. It took us just about seven days to get ours.

President Hotaling: I know that you are all tired after your strenuous day, and the importance of the report we were to receive tonight is such that I deem it inadvisable to have it at this time, and it will be thrown over to tomorrow morning, and I earnestly request that everyone who is here try to get someone else into the hall so you may have this report from Past-President Hosmer in regard to Legislative Work at Washington.

If there is no objection, we will now stand adjourned until 9:30 tomorrow morning.

Wednesday, June 5th, 9:30 A. M.

The Convention was called to order by the President.

Invocation by Rev. J. D. Hammons, of Little Rock.

Song: "America, My Country."

President Hotaling: The Secretary of the Treasury, Mr. McAdoo, on the program to speak this morning, intended to be here. Just before leaving home, I received an explanatory letter from him, announcing that it was impossible for him to attend this meeting, a fact which he greatly regretted.

Since I have been here, I have also received a telegram.

We will have at this time the Report of the Legislative Committee, by Past-President George E. Hosmer.

The report of Legislative Committee appeared in July National Printer-Journalist.

On motion, duly seconded, a rising vote of thanks was extended to Mr. Hosmer for the magnificent work done by him in the last year.

Mr. Frank Edgecomb, of Geneva, Nebraska: Mr. President, Ladies and Gentlemen: The Chairman in the county for the Third Liberty Loan drive is a farmer. He received three complete sets of supplies. He got a complete set from the State Manager, the same thing from the District Manager in Chicago, and the same thing from somebody in Washington. He got mad because of the tremendous waste that was being made and he wanted to abuse the Government or somebody, and he figured out that the County Council of Defense was the next closest thing he could get to the Government, and, as I am Chairman of the Council of Defense, he abused me. So this matter of waste has already been impressed on my mind. [Laughter.]

Mr. G. L. Caswell, of Denison, Iowa: Mr. President, Ladies and Gentlemen: It has occurred to me in listening to this report of Mr. Hosmer that here, in this one thing, we have the biggest possibility of useful results from this Convention of anything that we will have. We have come here for hundreds of miles, a few of us, representing both the large and small publishers of this country; but, ladies and gentlemen, the voice of this Convention will go almost all over the world. As small as this attendance is, the voice of this gathering will go all over this country, and it should be the duty of the members here to take advantage of this opportunity to make themselves heard. What I am getting at is this, that while our Committee on Legislation has looked after the print-paper proposition and has done some very good work, it should not be allowed to drop it at this stage. What I want to get at is some way to frame a resolution that will give the Executive Committee or some sub-committee more power and more energy to attack and fight this thing through. Do you know what this differential that Mr. Hosmer spoke of means to the publishers of this country—this differential that they tried in that committee meeting in Washington to pass? If it hadn't been for Mr. Hosmer, this matter would have been passed and the cost to the publishers of this country would have run into the millions of dollars. We were not there, and nobody knew in advance that such a thing was going to be attempted, and if there had not been someone there to call the attention of the Federal Trade Commission to the robbery, it would have gone across to the tune of millions of dollars, and the publishers of this country would have paid the bill.

A Delegate: They are trying to make it 75.

Mr. Caswell: They will never make it 75 if we are on the job. Gentlemen, we must put this Legislative Committee back with power to do this work even better than it has in the past. I happen to know that Mr. Hosmer was there as much by accident and by reason of other matters as he was representing this Association. This Association was not responsible for Mr. Hosmer being there at the time. If we are men of business, men of character and ability, it is up to us to see that we do not let an occasion like that arise in future without having somebody there.

We have now, sir, 3,000 members. I have personally had the splendid privilege of putting two States across in this membership campaign, myself. With a little help from President Hotaling, it went across. We want not only twenty States but we ought to have forty-eight of them. Fifty cents a member from all over this country would enable us to do all we have to do. We are on the right track. I move that a committee be appointed to make a report on Mr. Hosmer's, or the Legislative Committee's report, and carry this thing further.

Mr. Herbert of Chicago: Mr. President: May I second the motion, and add this: that the Committee shall not only consider this feature that the gentleman has spoken of, but that it shall also consider the possibility of doing something in the way of adopting a program—an objective to be obtained. In some of the organizations I have been connected with—by the way, there are three organizations of which I am a member which have joined this National body—(two local organizations and the Illinois State Press Association, which only last week joined the N. E. A.)—but I believe, and I think Senator Caswell will agree with me, that this remaking of the National Association should be supplemented by something other than simply a membership campaign. I see possibilities for an interchange of information; I see how a propaganda could be carried on by a secretary whose time is more given to it, and I believe if we had a five-year program, one which could be set up here at this Convention—and, by the way, I seriously object to having these entertainments that are so glorious and so exceedingly interesting interfere with our program; I am serious about this, and though I am not prepared to indicate as to how far we ought to go towards insisting that those who attend the Convention and have the privileges of the enjoyment of these hospitalities shall attend these meetings; but if we could, in some manner or other, frame a program which would take in all of these details, I believe that it ought to be adopted; and, in seconding the motion made, I would suggest to the committee the advisability of adopting a five-year pro-

gram and laying out that program right away, and then begin working upon the details.

Mr. Herbert Cuthbert: Mr. President: I would like to suggest that the scope of that committee be enlarged. I happen to be able to speak from two standpoints, not only the newspaper end of it but as a buyer of space. I am the largest buyer of space in the room or attending this Convention. At the present time, I am buying from $5,000 to $7,000 worth a week. Most of the money is going into the daily newspapers. The national advertiser does not buy space because he wants to help any newspaper; it isn't a charitable proposition. The newspaper that depends upon selling its space because it wants me to advertise with it is never going to get very far. I wish to say, with all seriousness, that the country newspaper is not getting its share of national advertising. That isn't the advertiser's fault, because the advertiser wants results. At one time, I had advertisements running in 1,100 newspapers in one week. I propose, during this next year, the coming year, to endeavor to put an advertisement in every newspaper in the United States. I am commencing with the State of Montana during this month, and I will have an advertisement in every paper in Montana. Now, gentlemen, I believe, like the first gentleman who has just spoken, that the time of this Convention is serious. It is possible for this Convention to make the country newspaper in twelve months a very much bigger and better advertising medium than it is at the present time, and I believe that you should have a committee that will go into this whole matter, that you should appoint on that committee a buyer of space, some representative of a large advertising firm, who will be able to point out to you how to improve your paper from an advertising standpoint. If you do this, I think you will come to the conclusion that that is the most important thing you have done during this Convention.

Mr. Caswell: Mr. President: I think the gentleman's remarks are very appropriate, but it seems to me if we thresh out one proposition at a time, we will go further. I want to insist upon action upon this print-paper proposition and the Legislative Committee. That is the biggest thing we have got to do in this meeting.

Mr. H. U. Bailey, of Princeton, Illinois: Mr. President: There is one feature of Mr. Hosmer's report I want to call attention to, and that is the selling of print paper. Most of us have been inclined to blame the mills for the high price of print paper during the last two years. The investigation which Mr. Hosmer and others have carried on has demonstrated that the wholesale houses—the jobbers—have been as much to blame as the mills, if not more so. In our recent meeting of the Illinois Press Association, we had Mr. J. L. Ferry, one of the head men of the International Paper Company. He was authorized to come by the President of his company. He said that at no time during all that period of high prices did his company charge publishers or jobbers a price higher than 4 cents a pound, and when those prices went up to 6 and 7 cents a pound, and even higher, the profit was with the middleman and not with the mills. The investigation that was carried on by Mr. Hosmer and these various press associations gave information to the publishers that they never had before. Nearly all of us were in ignorance of the real facts of the situation, and when the facts were made public is when the cut in the price of print followed. We can easily see what these prices mean when we consider for a moment that a quarter of a cent a pound means a little over $100 a carload, and that on each advance made by a jobber of one cent a pound, the increased cost is between $400 and $500 a carload. This differential that is spoken of, of one-half cent a pound, means a difference of over $200 a carload between roll paper and flat paper. This feature of the report is something I think we ought to take into consideration in deciding that we ought to have a representative in Washington. We ought to have a better organization through the State Associations to look after these matters.

Mr. George W. Hughes, of Clinton, Illinois: Mr. President: A few years ago when we were discussing a resolution on this envelope printing by the Government and a vote was taken, there were just five that voted against the resolution. Four of them that voted against it were postmasters and one of them—I won't say anything personal about him, but I understood he afterwards got a free room in a State Lunatic Asylum. [Laughter.] The point I wanted to make was that I want to object to Mr. Hosmer's statement about our being beggars. At one time I mention, one of the postmasters used the expression, "We are not beggars." I answered him with a statement that we were not beggars any more than the men who threw the tea overboard in Boston harbor were beggars. They didn't object to paying three cents a pound tax on tea because they were beggars; they objected from a principle, and I say there is a principle involved here today. If we are objecting to paying more postage and going to more trouble in getting our papers to our subscribers, I want to say that we are not objecting because we are beggars; we are objecting because of a principle. What have we ever got from the Government in the way of pay that the Government cannot afford to give use a reasonable rate to get our papers to our subscribers? We were not beggars when we objected to the zone rate. I for one do not understand that it is a good thing for us. I have never yet heard one good reason why it is a good thing for us. I think we are entitled to a more reasonable rate. If there is any good reason for this zone rate, I would like to hear it.

Mr. Edgecomb: Mr. President: A point of order. The only question before the house in the motion of the gentleman from Iowa to appoint a committee on the Report of the Legislative Committee, and all these other matters have nothing whatever to do with the motion, and they ought to be taken up at the proper time.

President Hotaling: The point of order is sustained. The question is on the motion to appoint a committee on the Report of the Legislative Committee.

The motion was unanimously carried.

President Hotaling: I will appoint on that commit tee: Senator Caswell of Iowa, Mr. W. W. Aikens of Indiana, Mr. Benjamin Herbert of Chicago. I will also at this time add to the Committee on Resolutions the name of Mr. E. E. Brodie of Oregon City, Oregon.

The Convention thereupon adjourned, to reconvene at eight o'clock P. M., of the same day, June 5, 1918, in the Convention Hall of the Arlington Hotel, at Hot Springs, Arkansas.

Arlington Hotel Convention Hall, Hot Springs, Arkansas, Eight O'clock P. M., June 5, 1918

Mr. John A. Riggs, of Hot Springs, presiding: The Convention will please come to order. We will be led in prayer by Rabbi Rhine.

"Oh, God, Who guides the destines of men and of nations to a just, a wise purpose, unto Thee we turn in humility in this our Nation's crisis. We thank Thee, O Lord, for the spirit of Democracy that is animating the American people today. We thank Thee for the Spirit

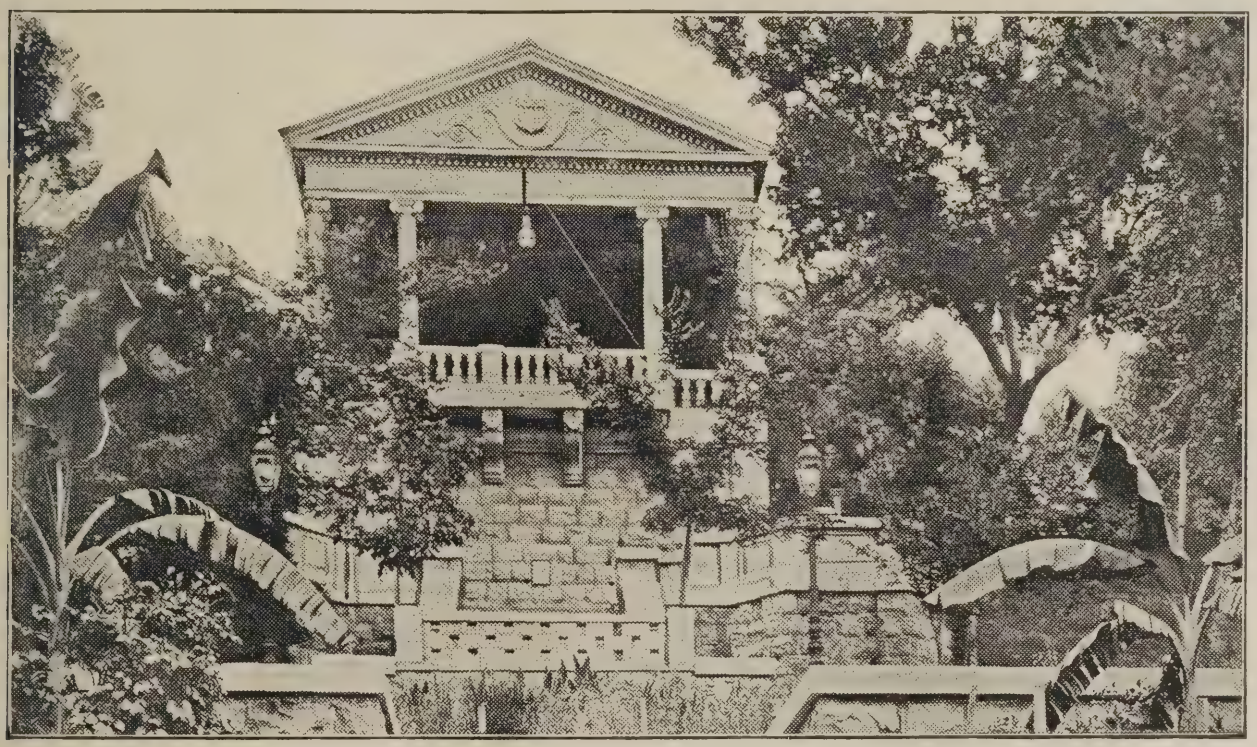
of self-sacrifice that has seized upon the American people, and for the tremendous sacrifices they are making today for the sake of Humanity and for the sake of Justice. We thank Thee, O Lord, for an enlightened public opinion that is leading the American people today, and for the great institution, the Press, which is shaping and educating this public opinion. We thank Thee, O Lord, for the men of vision who have led this Nation from Strength to Strength and from Glory to Glory. We thank Thee for these men of thought that are with us today, who are aiding in shaping the destiny of the American people. May Thy Spirit, O Lord, Thy Spirit of Wisdom, fasten upon them. Make them realize their responsibility that they may feel that they are responsible not only for themselves but for the great destiny of the American Nation, so that no thought of selfishness may inspire them in their achievements and in their efforts, but solely the glory of the American people. Make them understand, O Lord, that the glory of the Nation consists not in its armies and navies but in the character of its people. Hasten the day, O Lord, the day of Justice and the day of the Victory of Justice, that the hopes and the aims of all men shall be vindicated and shall be realized. Bring the day near to us, O Lord, the day which Thou hast promised to us, when Might shall finally give way to Right, and when Justice and Righteousness and Peace shall take possession of the hearts and consciences of all men. May the day come speedily. Amen."

Solo by Mr. D. M. Jones: "America, Here's My Boy." Encore: "Pack Up Your Troubles in Your Old Kit Bag, and Smile, Smile, Smile." Encore: "Good-bye, Broadway, Hello, France."

Chairman Riggs: Ladies and Gentlemen: Inasmuch as this is an Arkansas show-off and we are trying to show you some Arkansas products, we are going to introduce the next speaker as a genuine Arkansas "Hill-Billy," razorback, or whatever you want to call him. He says he is, anyhow. I don't know whether you would call him a pearl or a diamond in the rough or what, but, anyhow, he was born and raised in Arkansas; he is an Arkansawyer and proud of it, and we are proud of him, and would like to have you know that we have such people in Arkansas. For fear he will get through his address of welcome and you will not know it, I want to tell you he is a preacher. He has got it in for me, and I want to do my best to get back at him. That's what I am driving at. Rev. Marion Nelson Waldrip, of the Central Methodist Church, will address you. [Applause.]

Mr. Waldrip proved an entertainer and kept his audience in an uproar for a considerable time, finally closing his talk in the following eulogy:

"I give you a great welcome on behalf of my native State. I came from her womb; every bite I ever ate and every stitch of clothing I ever wore and all my friends, she gave them to me; and when I fall asleep, when the Day's Work is done, she shall receive me in her arms and croon my lullaby, and roses shall bloom out of the dust of my heart through the soil of Arkansas. I bid you thrice welcome, and may God bless you, and may you thrive beneath His smile by day and rest in His heart every night of your lives. [Long applause.]



Grand Entrance to United States Government Reservation, Hot Springs, Arkansas

Chairman Riggs: I now introduce to you Mayor McClendon, head of our Commission form of government. [Applause.]

Mayor McClendon: Mr. Chairman, Ladies and Gentlemen: I made a private arrangement with my friend, Rev. Waldrip, to deliver my speech, and I see he has done well at it, so I am not going to say much to you. [Laughter.] He has absolutely covered the ground.

It is a well known fact that Hot Springs belongs to the United States, and, as you are part of it, you should feel just as much at home here as you do at your own homes, because this is a Government affair and belongs to the Government, or the principal part of it does, and

if you don't enjoy yourselves at home, you should do it, because this is your home as well as ours. We have tried to teach the people this for many years. Some of them come here and feel a little embarrassed, they feel that they are out of place; but you should feel just exactly like you would at your own home, because this belongs to the Government, and, as I say, you are part of the Government, and we hope you will all feel just that way while you are here.

I want you to feel at home. As Brother Waldrip has said, we have no use for locks and keys here, because we have a quiet city. Everything is more like a Sunday School town than any other thing I could compare it to. I go through the jail about every morning, look at the docket, and sometimes there are three or four mornings that we don't have a name on the docket, so we really have no use for a jail and no use for keys and locks, and you people should feel at home. Come and see us; come to our homes. We have got a few chickens and things of that kind that we will be glad to share with you, and we want you to feel like you were one of us. [Applause.]

I thank you, and the town is yours; help yourselves, and I will be with you if anything happens. [Laughter and applause.]

Chairman Riggs: All of you who were in Minneapolis last year, I daresay that you heard about Arkansas, but we are going to keep on giving you something about Arkansas. The next will be the presentation of a new gavel that is made entirely of Arkansas materials. We came as near as possible getting an Arkansas orator to present it. We got him on the State line. He is one-half in Arkansas and the other half in Texas. Mr. C. Palmer, of the Four States Press, of Texarkana, will present the gavel to the President, Mr. Hotaling, of the National Editorial Association, at this time. [Applause.]

Mr. C. E. Palmer: Mr. Chairman, Ladies and Gentlemen: The idea of giving this gavel was conceived by Mr. J. L. Wadley, formerly of Hot Springs, now of the Texarkanian, of Texarkana. Mr. Wadley expected to present the gavel but was unavoidably detained at home. I think his idea of the need of a gavel was something that happened last year. Mr. Hotaling's predecessor broke the old one trying to rule "out of order" when Arkansas wanted this convention. [Laughter.]

Mr. Wadley, when he thought he was going to be here, prepared a speech of presentation, which I am going to read to you:

"I count it a distinct privilege and honor, to be commissioned by the Arkansas Press Association to bring to you, and the National Editorial Association, through you, a further word of greeting; and on behalf of the Arkansas Press, to present to you, a modest souvenir of your visit to our State.

"It is not a thing of much intrinsic value—this little gavel—but we hope it may be to you, and the members present, a constant reminder of your coming to us, and of some of the distinctive great things of one of the greatest states of the greatest nation in the world.

"It is composed entirely of Arkansas products, some of which are exclusive to this State.

"The head is of Arkansas Osage or Bois D'arc, a native hard wood, equalled in weight and density only by the famous Rosewood of Brazil.

"Its handle is composed of eight rare timber products of the State. A section is of peach from the biggest peach orchard in the world—in Arkansas; a section of yellow curly pine from the biggest sawmill in the world—in Arkansas; sections of bird's-eye maple, red cedar, black walnut, white holly, birch, oak and magnolia."

It is bound in band of aluminum from Bauxite, the largest aluminum producing mines in the world—located in Arkansas.

"It is set with Arkansas pearls, from our native rivers which produce the greatest quantity of finest quality of any in the United States, and with Arkansas diamonds from the only diamond mines in the United States.

"But these will remind you of only a few of the super things for which Arkansas is famous. Arkansas has the greatest health resort in the world—these God-endowed healing, life-restoring waters of Hot Springs, like which there are none other in the world.

"Arkansas has the largest apple-producing belt in the world, in Washington and Benton counties.

"Arkansas has the largest vinegar factory in the world—at Siloam Springs.

"Arkansas has the largest pontoon bridge in the world—at Dardanelle.

"Arkansas has the largest sorghum mill in the world—at Fort Smith.

"And if not the bravest and most gallent men, Arkansas, of a truth, has the prettiest and most queenly women in the world.

"And now, Mr. President, I fancy some of you are thinking Arkansas also has the biggest liar in the world—but we are going to assure you that you are all "from Missouri," and we are going to "show you." So then, it is with peculiar pleasure and pride, on behalf of the press of this, or marvelous State, I present the National Association, through you, this souvenir gavel."

President Hotaling in accepting the gift, said:

"I am indeed pleased to accept this gavel symbolizing as it does so much of the intrinsic worth of the great interests of the commonwealth of Arkansas, to say nothing of its historic connection with the city where not only the first settlement in this State was made, but where events of importance to this nation were contested and settled during the dark days of the Civil War.

"This gavel in its composite makeup illustrates not only the wealth to be found in the forestry interests of this wonderful State buts its mineral resources as well. Its wood sawed in the largest pine mill in the world and chopped from the greatest peach orchard on earth certainly indicates plenty, while its setting of pearls and diamonds illustrates permanency, wealth, beauty and power. I trust that I may use it in such a manner as to voice the popular will of this Convention, that it will guide our action in wise and honorable paths.

"Years ago I was taught at least symbolically, that the gavel was an instrument to be used in divesting our minds and consciences of the vices and superfluities of life. As I view this gavel it seems to have more than ordinary significance in pointing out the true importance of the interests of Arkansas in winning the war. In its makeup we find the stalwart pine so essential to the building of warships and transports and in peach wood a representation of the orchard wealth, the fruit to vary the monotony of army food, in aluminum the rare metal of lightness and strength so absolutely necessary in the production of the aeroplane. In fancy I glide through the Heavens on one of these birds of the air. We hover over Arkansas' magnificent peach orchard with its blossoms of purest white and pink. As viewed from the sky they represent the emblematical colors of red and white in our nation's banner, growing and prospering under the starry heavens of blue. It is a wonderful

sight, a wonderful flag, one made by God himself. One that always has and always will stand for liberty and freedom.

"Thus considered the signifiance of this gavel is indeed far-reaching, important, and so it is hereby consecrated to loyalty and to patriotism. It will be treasured in the archives of the future, illustrative of a day when the flag of our nation stood out as never before as the hope of the world.

"Just where the first gavel originated I do not know, but 'way back in prehistoric ages a man by the name of Tubal Cain produced a hammer. He was not a knocker but a builder and from that day to this no substitute has been produced for this useful implement. It represents force, force in action—but as far as this particular gavel is concerned, I hope and trust that its use will be that for which it was intended, simply to guide this gathering in constructive ways, in lines calculated to build up our beloved country and to further the causes of the world's democracy.

"We certainly consider it a privilege to have here with us the Original Arkansawer. He asked where was the National Editorial Association. We do not have to apologize for where the National Editorial Association is tonight. Just the other day, in the State of Kansas, the Kansas Editorial Association had their meeting, and they dedicated a service flag with four hundred stars in it. [Applause.] In Minnesota, at our State Convention, we, too, dedicated a service flag with many stars. The Chicago Tribune alone has 157 members of its force enrolled under the starry banner. [Applause.] The reason why hundreds of men who had planned to be in this Convention are not here is because their men have gone, they are short of help, they have not the labor, they could not leave their offices. Many men have closed their doors and gone. They have put across the door, "Gone to War." [Applause.] The rest of us are doing all we can, and will continue to do all we can.

We are glad to be here tonight, and I will ask our Vice-President, Mr. Guy U. Hardy, of Canon City, Colorado, to respond to the Address of Welcome. [Applause.]

Mr. Guy U. Hardy: Mr. President, Ladies and Gentlemen: I felt sure I recognized our friend, the Arkansawer, here, when he came into the lobby, and I am glad he has told us who he is. Our President has answered his question of where our people are, many of them in France and many of them working on the desks as they have never worked in many years that the young men in the offices may go to France. [Applause.]

Our Association is a large one. We have three or four thousand members paid and many more who are members by representation, and we who are here are representing the Association. I trust you will feel that our appreciation is not indicated by our numbers.

I felt, sitting here, wondering what I would say, that I wasn't in Arkansas but that I had drifted into Los Angeles where the boosters talk much of the grandeur of the West. It sounds familiar. In Colorado, we are used to saying great things about the West. We are glad to hear it. We like to hear people, like ourselves, who appreciate themselves. Of the points that have been made here about Arkansas, there can be no question. We will admit all that you have told us. We have seen much since we have come, we have heard more; we have been pleased immensely. Our little bunch here has traveled far; we have been entertained by peoples and States and Countries and Cities and Counties, from Valdez, Alaska, to Panama, from Quebec to New Orleans, from San Francisco to New York, and I want to say for our friends in Arkansas that we have never yet found a local committee, a State nor an organization that has gone to as much pains and taken as much care and tried to show us as good a time, and, in fact, given us as fine and splendid an entertainment, as has Arkansas. I asked a man this morning how he had enjoyed it. He said, "Well, if the entertainment of the night before is indicated by the feeling of 'the morning after,' I must have had one hell of a time since I have been in Arkansas." And yet you tell us we have only begun. So I know we have a long and pleasant experience before us in this State.

They tell us that we have been here before, that we were entertained in Hot Springs and Arkansas some sixteen years ago. I look around among my friends here, I see that there are no ladies present that remember that far back. We have only one man present who remembers that far back, and that is Father Hosmer, who has been attending the Association all these years. We are going to carry back with us such pleasant memories of your State and of your people that I daresay we will come again in some 16 or 17 years, and I hope that all here may have the pleasure of shaking your hand again." [Applause.]

President Hotaling (presiding): This has become a Battle Royal. [Applause.] The city here put up two speakers, and we must have another. I call upon Mr. John H. Hand, Past-President of the Arkansas Association, because he knows these fellows, to respond to the Address of Welcome.

Mr. Hand's Response: Were it not for the formality which courtesy dictates, in acknowledging greetings of welcome which have been expressed by the city of Hot Springs, through its versatile spokesman here this evening, it would hardly be timely for a representative of the Arkansas Press Association to impose upon your impatience; for if there is a place anyhere in the State where every member of the Arkansas Press Association feels as welcome and as much at home as in his home town, that place is Hot Springs.

Since Hot Springs and the Arkansas Press Association discovered each other, when the editors butted into the city with one of their annual conventions several years ago, the mutual bonds of cordial friendship have ripened into a real attachment that grows stronger with time. Really, Ray Gill and Earle Hodges, who were present when Hot Springs and the Prsss Association found each other, are quoted as having then declared it was a case of love at first sight. They both being men of experience in love affairs, their judgment is entitled to weight in this case and feeling that neither one of them would deceive any one on that subject, I for one, accept in full trust and confidence what they said about it.

From the time the Arkansas Press Association found the city of Hot Springs, its members have not overlooked an excuse to come back. Being more or less human, editors like to linger where welcome greets and entertainment allures. When the races were on each year, no absentees punctured the roll calls of the press meetings in Hot Springs. When there would be no races or state fair, other occasions for which Hot Springs was host, were duly attended by members of our craft, some of whom have declared that they could have as good a time in Hot Springs when a Sunday School convention was in session as if the races were running.

Since the bone dry law went into effect, the springs here have become better known to some of the boys, through the more intimate association of the waters,

by internal and external applications, and they have become real boosters for these springs which they declare had escaped their attention until more recent trips to the city. Some of our friends here have observed that, while the editors do not seem to come to town as often as they use to, yet they stay longer and that there has been a marked falling off of requests by the boys to get checks cashed by their friends, while in town, and it is a subject of common comment that the cost of living in Hot Springs has fallen far below what it once was when the editors were in town.

The Arkansas Press Association is not selfish, but shall claim with Hot Springs, a division of honors for giving to the world a man who has diagnosed human and political ills and brought forth the panaceas for all ailments, common to both. I feel sure that Hot Springs will be generous enough to give John Riggs leave of absence long enough to accompany the editorial excursion which is soon to start, as he will be advertising both his home city and the press association, of which he is a member in good standing, while presented to the State as the true exponent of Lopez and Woman Suffrage, which he guarantees to kill or cure, rule or ruin.

Thursday, June 6th, 9:30 A. M.

President Hotaling (presiding): The Convention will come to order. We will be led in prayer by the Reverend Dr. Ray, of the Christian Church, of Hot Springs.

Reverend Ray: We thank Thee, our Father, for this day and all of its blessings. We thank Thee, Our Father, for this age and all of its privileges. We thank Thee for our Nation, the great leaders, the spirit that dominates their lives. Our Father, we pray Thy blessings upon our boys as they have gone out in a sacrificial spirit in order that they might help and bless through their efforts and their sacrifices the lives of men, women and children throughout the World.

Now, Father, we pray Thy blessings upon this Convention, upon the newspaper men of this country, who, we realize, are the moulders of public opinion and public sentiment. May their lives be dominated by the Spirit of the Christ; may the ideals of their lives be those that are high, those that are uplifting in purpose, that the minds of the great masses of this country may be lifted even to a higher plane and to higher ideals, because we realize, Our Father, that the minds of America do, in a great measure, dominate and lead and mould the minds of the World.

Bless us, Our Father; guide us and direct us with Thy great Spirit, and may this Convention, in its deliberations and in all of its actions, be to that one great purpose, that of uplifting and blessing the great race of man.

These favtors we ask in the name of the Christ, the great leader of the race. Amen.

President Hotaling: I have a telegram which I have just received, which, perhaps, is not exactly germane to an editorial gathering, yet it is one that the editors should hear read, I believe. It is a telegram from Mr. Harry H. Edwards, who signs himself, "A Son of Little Rock," sent from San Antonio, Texas:

San Antonio, Texas, June 5, 1918.

National Editorial Association, Convention Hall, Hot Springs, Ark.

Gentlemen:—The profiteering of the people of this country is a shame in times of this world war. President Wilson has spoken of same. Ft. Worth, Texas, telegram says today that War Department notice to officers, Camp Bowie, Texas, eliminate this number of articles: Camp chairs, folding tables, hip boots, trench boots, trench coats, lanterns, lamps. These can be purchased more cheaply in France than in United States. Why should this be but for profiteering? Gentlemen, do your duty; your great power should be against this condition. A native son of Little Rock answer.

HARRY H. EDWARDS.

Following Mr. Potter's address there was considerable discussion relative to the publicity matter sent out by the Agricultural Department at Washington and by various other publicity departments. (Page 134.)

A Delegate: We have received in Michigan letters from the Department of Agriculture telling us how to raise rice and cotton.

Mr. Potter: I suppose you went immediately into the rice business.

The Convention thereupon adjourned until 2:30 P. M., of the same day, June 6, 1918.

At the afternoon session, June 6th, the President called for the report of the board of audit, which was submitted by Chairman Will Wilke of Minnesota, who reported as follows:

Your Committee, to whom was referred the examination of the books of the secretary and treasurer of this Association, after spending some time in checking up the records, find the accounts of both officers to agree. Following are the receipts and disbursements for the past year:

Received through the Secretary's office from all sources and turned over to the Treasurer during the year $1,480.00

DISBURSEMENTS:

August	6th, 1917, H. B. Whitted, Florist.....	20.50
	16th, Libbie Franks, Stenographer.....	30.00
	16th, Watertown Public Opinion, printing	12.00
	16th, Watertown Herald, printing.....	9.50
	18th, Red Wing Printing Co.	147.50
Sept.	7th, S. J. Flickinger	5.00
	25th, National Printer-Journalist, printing books of Proceedings	150.00
	25th, Watertown Herald, printing	7.50
Nov.	7th, Watertown Herald, printing	1.75
	26th, Geo. Schlosser, on account 1916 salary	50.00
Jan.	28th, 1918, J. Byron Cain, bond	7.50
Feb.	4th, Geo. E. Hosmer, expenses.....	50.00
	4th, Geo. E. Hosmer, expenses.....	79.50
March	4th, Geo. E. Hosmer, expenses.....	100.00
May	19th, Geo. E. Hosmer, expenses.....	106.90
	Total.....$	777.65

Leaving a balance in the hands of the Treasurer at the time of making this report of $702.35

The Committee would further state that the funds in hand are not sufficient to meet the expenses of this convention and the incurred expenses and salaries of the paid officers during the past year, including a deficit carried over from the meeting in Minneapolis.

The situation in general, however, is much better than it has been in former years and with all state and district associations meeting promptly their annual dues to the National, the Association will soon be on a sound footing.

Respectfully submitted,

WILL WILKE,
W. J. SKIDMORE.

It was moved and seconded that the report be adopted.

Mr. Edgecomb: Mr. President: I wish to inquire, if we have 5,000 members at 50 cents per, why the receipts, including the Convention fee, are only $1,400.

Mr. Wilkie: I wish to state that we find that many of the associations have voted to become members of this Association, but are unable to remit their dues at this time and stand indebted to the Association to the extent of their per capita membership, but that, in the near future, they expect to remit for their membership.

Upon a vote, the report of the Board of Audit was unanimously adopted.

Mr. Wilkie: Mr. President: The Auditing Committee believes that the business of this Convention is so large and that the delay in proceeding with the program has been so pronounced, that they believe it proper to now recommend to this Convention that there be appointed by the Chair a Nominating Committee, to consist of three or more members, to prepare a ticket to place before this Convention. I move the adoption of such a resolution.

The motion was duly seconded.

Mr. Albright: Does that include the nomination of the Executive Committee, too?

Mr. Wilkie: That includes all officers.

Upon a vote, the motion was carried unanimously.

President Hotaling: The Chair will appoint on that committee:

Mr. W. R. Hodges, of Minnesota; Mr. Earl Hodges, of Arkansas; Mr. George Hosmer, of Colorado; Mr. M. J. Seed, of Illinois; Mr. J. A. Richardson, of Mississippi.

Benj. S. Herbert, of Chicago, submitted the following report on the President's Annual Address, which was on motion unanimously adopted:

Report of Committee on President's Annual Address

To the National Editorial Association:

Your Committee on the President's Annual Address begs leave to report as follows:

President Hotaling has performed a service to the National Editorial Association and to the press of America which equals, if it does not excel, in value, that rendered by any other of the thirty-two presidents of the Association. The brief and modest resumé of the year's activities as contained in the address is incomplete for it does not begin to recount the number of activities he has carried on in behalf of the newspapermen of the country. Otherwise it is a most excellent address.

President Hotaling's address contains mentions of several subjects of utmost importance, some of which have already been brought to the attention of this Convention, as well as others which will be presented by the proper committees.

The most important recommendation made is that in which the employment of a full time Secretary is urged. We cordially endorse President Hotaling's suggestion that "some plan be worked out whereby various Associations can be visited in their State Conventions and brought into closer touch with what the National Association is endeavoring to accomplish." In addition we respectfully submit that a five year plan be adopted by the Executive Committee and that the details of providing for a vigorous business-like administration be left to the direction of that Committee in coöperation with the President of the Association.

Respectfully submitted,
W. W. AIKENS.
E. L. PETERSON.
BENJAMIN S. HERBERT.

In response to the call for the report of the committee on necrology, W. R. Hodges reported that the committee had endeavored to get the names of all the deceased members of this Association from the degelates to this Convention, but we are unable to get a complete list, and we would suggest that this matter be left for the present but that the report be published in the Report of the Proceedings.

President Hotaling: That action will be taken. Has the Committee on Editors' Home a report to make at this time?

When President Hotaling called for the report of the Committee on the Editors' Home, George E. Hosmer of Denver made the statement:

"We have a letter from the Chairman of that Committee. It does not cover this point, but I thought perhaps the members would like to have a word from Mr. Brown. He said he expected to be here but, at the very last, on account of illness in his family, he was unable to come. Mr. Hosmer read the letter.

President Hotaling: The Secretary will read whatever letters of invitation he has for the next meeting.

Secretary Schlosser: We have invitations for the next annual meeting of the Association as follows: Toledo, Ohio; Chamber of Commerce, Philadelphia; Chamber of Commerce, Kansas City; San Francisco, California; Detroit, Michigan; Chicago, Illinois. An invitation to hold the Convention in the northwest section of the United States comes from the Governor of the State of Washington; the Mayor of Seattle; the Washington State Press Association, accompanied by letters from the Pacific Printer, published at San Francisco; and from the Post-Intelligencer, Seattle.

Mr. Caswell: Mr. President: May I present a resolution at this time?

President Hotaling: The Chair would prefer to hear from the personal representatives of the cities extending invitations to the Associations.

Mr. Caswell: This is a resolution by the Executive Committee, and it might have a good deal of bearing on this proposition.

President Hotaling: I think those who are here representing cities presenting invitations should be heard at this time. The Chair will be glad to hear from them, limiting the time to five minutes.

Mr. Cuthbert: Mr. President, Ladies and Gentlemen: I am here representing the Pacific Northwest, not any one city or group of cities, but the Governor of the State of Oregon, the Governor of the State of Washington, and British Columbia, across the line. I want to put myself perfectly clear. I have nothing to do with the getting of conventions. We do not, as a rule, extend an invitation to any organization to meet in our section. This is the first time on record that we have asked a public body of any kind whatever to meet with us in convention, and it may possibly be the last. It is due to the fact that, in this time of war, we realize that the National Editorial Association is one of the most influential in the world. We know we cannot only do some good to the Pacific Northwest but at the same time can do a great deal of good to each member by having that meeting in Oregon, Washington and British Columbia. We would not be here today, Sir, were it not for the fact that we had an intimation conveyed to us semi-officially that if an invitation were extended to your organization to meet in the Pacific Northwest, you would most probably come. That being so, we have given you an invitation such as has never been given to any organization before, either in this country or any other, from three

governments—three States, with personal letters from the Governors of two of your own States, and I don't think we could extend to any organization a finer, better or more hearty invitation than that.

I was going to say a great deal to you about the Pacific Northwest, but after listening to our friend last night, who had one foot in Arkansas, one foot in Texas and whose head was in heaven, why, I have nothing to say. I think he said all that he could for Arkansas, and I want to say, Sir, that if they have any citizens of that type here that they don't know what to do with, we should be mightily pleased to have them sent out West. We have a few boosters, but I don't think we have any who exceed our friend when he handed you that very handsome gavel last night. And in passing, may I say this: that we from the Northwest, who have traveled 16,000 miles between us, to extend to you this invitation, want to express our gratitude for the handsome hospitality, the warm, hearty friendship which you have extended to us during this Convention. [Applause.] And now, Sir, I can only promise you this, that if you come to the Pacific Northwest, we will not be behind even this great State in the hospitality that has been extended during the Convention. I am not going to say anything about our country except this: we want you to come and see it, we want you to travel over its 15,000 miles of hard surface roads, over its 3,000 miles of inland seas; we want you to climb its 14,500-foot high snow-capped mountains and to fish on its streams; we want you to come and get that cool, invigorating summer climate which makes new men of those whose noses are to the grindstone all the time in this great war work in which each one of us is trying to do his part; and if you come, Sir, in closing, I want to say this, that you will not only come under one flag but you will come under two. You will find flying side by side that wonderful Old Glory of yours and the immortal Union Jack. [Applause.] You will find two people, Sir, welded together by the blood of your sons and mine. We have here today one man from Canada who has been to the front and done his bit. In my own case, I would not be here if I were not too old to do as he has done, but I have not, in all this wide world, a male relative of military age who is not serving our country in France today. Sir, we, want you to come out and see these soldiers, training side by side, your soldiers and ours, so that these flags which are fighting together now for the first time will always fight together and will guarantee peace, will guarantee the safety of life, of property and personal liberty to all people living in all climes, until Time shall be no more. I thank you. [Applause.]

President Hotaling: Are there any other cities that have personal representation that desire to extend invitations?

Mr. Harwood: Mr. President: While we want to go to the Pacific Northwest, and would like to go now, the chances are that, instead of going to any convention next year, the money would be better spent in giving to the Red Cross or some other relief work. The Detroit invitation of last year stands. There are trolley roads, steamship lines and everybody will receive a royal welcome.

Mr. Cuthbert: Mr. President: I hand you a copy of the engraved invitation to come to the Pacific Northwest, the original of which will be furnished to you. We will also furnish a copy to each delegate.

Mr. Goss: Mr. President, Fellow Newspapermen and Newspaperwomen of the whole United States: We are a long way from home, we are of the Northwest. We have traveled 3,000 miles to meet with you and greet you and to present to you officially, on behalf not only of the government of the State of Oregon and Washington and the Provinces of British Columbia an invitation to meet with us next year, but also on behalf of the united press fraternity of those three great and populous countries. I said, we are a long way from home, but I can assure you that we feel quite at home among you. I am sure that nobody could come to this beautiful State of Arkansas and these delightful cities without feeling some measure of appreciation for that much known and widely discussed Southern hospitality which is not a fiction, we have learned, by any means, but is a reality.

It is nothing new, Mr. President, Ladies and Gentlemen of this Convention, that this delegation is on hand today to ask you to meet with us next year. It was not taking snap judgment that we were sent out here. It was not the result of five minutes' deliberation. At the annual meeting of the Washington State Press Association, held last August, a resolution was adopted, of which I hold a copy in my hand. I happened to be Chairman of the Committee on Resolutions. In those resolutions, the first resolution after we had admonished our people and our members to stand by the country in this war, was as follows:

"Whereas, The National Editorial Association, which meets in Hot Springs, Arkansas, in 1918, and in Boston, in 1920, desires to come to the Pacific Northwest in 1919; and,

Whereas, There has been some discussion of the advisability of holding a tri-State Convention of the Editors of Washington, Oregon and Idaho, one of the principal features of which is to be an extended coast and mountain trip, with possible sessions at the principal stopping places along the route; therefore,

Be it Resolved, That the session of the Washington State Press Association extend an invitation to the National Editorial Association and to the editors of Oregon and Idaho and British Columbia to meet with this Association in 1919; that a delegation be named of members of this Association to the National Editorial Association at Hot Springs, Arkansas, in 1918, to use their influence to bring the 1919 meeting of this Association to the Pacific Northwest. And,

Be it further Resolved, That a committee be named at once to take this matter up with the officers of the National and of the Oregon and Idaho associations and of the Provincial Press Association of British Columbia," etc.

So, Mr. President, I submit to you that we are here for a purpose and that we are entitled to the consideration of every member of this great body who believes that any section deems it a great honor to have you in their midst. I have great respect for all the cities that have invited you by letter to meet with them next year, but I hope, my friends, when you come to consider this question this afternoon you will bear in mind that, while you have these very nice invitations from other cities of the country to meet with them, you have here personal representatives from the three States and from British Columbia, and that we have traveled 3,000 miles to show you their interest is genuine and sincere, and that we want you, and want you sufficiently to come and tell you we want you. I believe we will receive the support of the delegates here. I appeal to the friends from Arkansas who have been so courteous and kind to us in this Convention. I appeal to our friends from Tennessee and the Dakotas. I appeal to my friends from all

over the United States who have voluntarily come to me and said, "We are for the Pacific Northwest next year, regardless." And so, Mr. President, I take this opportunity, on the part of the State of Washington, which I officially represent, to extend to you this invitation, and to ask you when you come to decide this matter that you do it here, today, by a vote. I thank you. [Applause.]

President Hotaling: Are there any further invitations?

Mr. Brodie: Mr. President, Ladies and Gentlemen: I am here representing the State of Oregon. I have listened to the other gentlemen inviting you to come to the Pacific Northwest next year. I have in my hand a telegram from the Governor of Oregon saying to extend to you an invitation to come to the Pacific Northwest, and to assure you that we will deem it an honor to entertain you properly. I also have an invitation from the Oregon State Editorial Association, which I officially represent, to come out and see us. We have much to offer you; you will never know how much unless you come. We want you. Four of us have traveled, or will have traveled by the time we return home, 6,000 miles to come here and extend to you invitation to come to the Pacific Northwest in 1919 and share the hospitality that we hope to duplicate, as closely as we can, that our friends from Arkansas have offered you. [Applause.]

Lieut. Armstrong: Mr. President, Ladies and Gentlemen: I represent British Columbia officially. I come charged to extend to you the official invitation of the Press Association of British Columbia to accept this invitation that has been extended by the two States and that is now extended officially by me from the Province of British Columbia.

We have suffered very materially in this war during the past three years. The people of British Columbia feel very kindly and appreciatively the action of the United States in coming in. We feel that the tie of friendship which we have always felt for our friends in the United States has been wonderfully solidified by that action. We are more or less broken in everything but in spirit. We are never going to be broken in spirit. We would like for you to come up and see us and talk with us and fraternize with us as brothers in the greatest cause that has ever bound free peoples together. [Applause.]

Mr. Earl Hodges: Mr. President, Ladies and Gentlemen: I believe that the time to settle this matter is to settle it right now. As matter of this sort, it seems to me, should be settled by the people, by the delegates, and I would like to offer a motion, if you please, in just a few words.

Mr. Caswell: Mr. President: I rise to a point of order. I would like to ask if the invitations have all been extended. If they have, I have the floor.

President Hotaling: We will hear from Senator Caswell.

Mr. Caswell: Mr. President, Ladies and Gentlemen: I have a resolution authorized by the members of the Executive Committee bearing on this proposition.

"Whereas, The exigencies of war have thrown the business and energies of this country into confusion and uncertainty, excepting that work and that energy necessary to winning the war; and

Whereas, This condition has interfered with and changed the labor situation until newspaper publishers can no longer plan in advance or realize at the present time those things they hope and expect to accomplish to make their attendance at the annual conventions possible; therefore,

Be it Resolved by the National Editorial Association in session at Hot Springs, Arkansas, on this 6th day of June, 1918, that it is the sense of this Convention that the time and place for holding the annual convention in 1919 should be left undetermined at this time and that the Executive Committee be instructed to determine, before the 1st of March, 1919, whether the regular annual convention shall be held at all in 1919, and then to name a place and time for holding the same if, in the judgment of the committee, our National and business affairs are sufficiently settled and dependable to warrant holding such a convention, or whether it were better to call for a delegation of from one to three from each State to meet in conference at some central location for the purpose of determining important matters necessary for action and recommending further action by the annual convention to be held the following year."

I submit the resolution and move its adoption.

The motion was duly seconded.

Mr. Caswell spoke for the resolution.

Mr. Earl Hodges spoke against the adoption of the resolution and offered an amendment to the effect that the Convention select the Pacific Northwest for a meeting-place for 1919, accepting the invitation of Seattle, Portland, Vancouver and Victoria.

Mr. Caswell asked that the amendment be submitted in writing, which was sustained by the Chair.

Mr. Hosmer spoke in support of the resolution.

Mr. Edgecomb spoke for the resolution and demanded a roll call on the resolution.

Mr. Hardy: Mr. President: I offer this resolution: "Resolved, That we express our hearty appreciation of the invitation of the Pacific Northwest, and that we express our preference for the Pacific Northwest for the next convention if it is deemed wise to hold a convention in 1919."

Mr. Caswell: Mr. President, I accept the amendment.

Mr. Goss spoke against the resolution.

President Hotaling: The Convention will vote on the resolution with the amendment incorporated.

Mr. Caswell: Mr. President, I want to know who is entitled to vote on this question.

President Hotaling: The Chair will rule that those present will be entitled to vote.

Mr. Caswell: Do the women vote?

President Hotaling: If they have paid their fees.

Mr. Edgecomb: Those who have paid a membership fee and not a convention fee, but who are present?

President Hotaling: Yes, sir.

Upon a vote, the resolution was defeated.

A motion to make the vote unanimous was duly seconded and carried.

Mr. Earl Hodges: Mr. President: I offer the following resolution:

"Resolved, That the 1919 Convention of the National Editorial Association be held in Oregon, Washington and British Columbia, under the Stars and Stripes and the Union Jack together, the date to be selected later by the Executive Committee."

I move the adoption of the resolution.

The motion was duly seconded.

Upon a vote, the resolution was unanimously adopted.

Mr. Cuthbert: Mr. President, Ladies and Gentlemen: On behalf of the Pacific Northwest, Oregon, Washington and British Columbia, I extend to you our most hearty thanks, not only because it will be an honor to

us to have you there, but I believe we will all be better Americans, we will all be better Canadians, all better citizens of this great country, when we have met together in the great Northwest and you have learned to know it somewhat as we know it. [Applause.]

President Hotaling: Ladies and Gentlemen: We have two speakers who have to leave, one at 5 o'clock, the other at 5:30. I now present to you Mr. Fred Heiskell, of Little Rock, Arkansas, the Editor of the Arkansa Gazette, who will speak to us on, "Coöperation of the City and Country Press." [Applause.]

Mr. Fred Heiskell: Mr. President, Ladies and Gentlemen: I did not desire to get into this fight for the next meeting-place, but I must say this Convention is a wonderful convention not to have decided on the Northwest earlier. I am in favor of the most northwestern part of the Northwest after sitting in this heat; and I want to say to say that I am amazed that Hot Springs has done this, because when I left Little Rock this morning, I saw men wearing their overcoats. [Laughter.]

I shall have to apologize for reading this address, ladies and gentlemen, but we have just had a primary in Arkansas, politics being one of our chief industries, and it is necessary for me, as Managing Editor of the Gazette, to give a good deal of time to politics and collecting the election data, and while I have this subject, I think, in mind, I could not get the continuity of thought unless I did read it; and I have something, I hope, that will appeal to you; therefore, I will read it, if you do not object. I want to say, however, before I start on this, that, while you have not quite so many members here as you expected to have you have a most excellent convention from every viewpoint, and we are glad to have you, whether you are 100 strong or 10 strong.

Mr. Heiskell's paper was printed in full in the July National Printer-Journalist.

President Hotaling: I am sure the members of this Association appreciate the remarks made by Mr. Heiskell. He has given us something to think about. There is lots of meat in it. The next on the program is an address by Mr. Paul W. Brown, of St. Louis, Missouri, on, "The Newspaper as a Power in National Development."

Mr. Paul W. Brown: Mr. President, Ladies and Gentlemen of the National Editorial Association: With your permission, I should like to amend that title in one particular, with respect to one word, and say, "The Newspaper as a Power in National Leadership," rather than in National Development. There are many pleasant things that I should like to say to you about your work and your Association, but, in this temperature, I believe that an economy of time is, perhaps, the tribute that will be most cordially appreciated. Will you kindly understand my good will and friendly feeling as taken for granted? (Mr. Brown's address was published in the July National Printer-Journalist.)

President Hotaling: The busiest man in all the world expected to be here this afternoon, a man who is working eighteen hours a day, and working hard, for one dollar a year. Mr. Hoover sends his regrets in the following message:

Washington, D. C., June 4, 1918.

Everett W. Smith, National Editorial Association, Little Rock, Ark.

Please convey to President Hotaling and the Convention the sincere appreciation of the Food Administration for the constant and invaluable support which we have received from the press in general and through the media of the smaller dailies and country weeklies in particular. Our work to be successful depends absolutely upon the full and voluntary coöperation of every individual citizen, which we can only expect to secure if the country is kept thoroughly informed of our aims and the things necessary to insure them. On account of the intimate relations which exist between the community papers and their readers, I have long realized this unique value to get our message direct to the people.

HERBERT HOOVER.

Mr. Everett W. Smith, Mr. Hoover's representative, was then introduced. His address was a review of the work of the Food Administration and a most interesting, inspiring plea for support and coöperation in the attainment of the ends sought.

The Convention thereupon adjourned to 9:30 A. M., Friday, June 7, 1918.

The Convention was called to order by the President. Invocation being by Rev. Cobb of the Presbyterian Church.

Edward Albright of Tennessee, chairman of the committee on resolutions, submitted a report which was printed in the July National Printer-Journalist.

It was moved and seconded that the report of the Committe on Resolutions be adopted.

Mr. Post: Mr. President, Ladies and Gentlemen: I should like to discuss, or, rather, lay before you, just one section of the report of the committee and that is in relation to the Postal Zone System. I did not know when I came to this Convention that the past year the National Editorial Association had endorsed the zone system. I don't think it would have made any difference. Organizations adopt resolutions frequently that, upon more thorough investigation, they find reasons for placing themselves on record against. I thoroughly agree with the report where it asks the postponement of this law, for this postal zone measure was adopted by Congress hastily, without consideration and after the lower house—the Ways and Means Committee—had refused hearings to the publishers of the country on this subject. Congress adopted the zone law under the virtual threat of the Conference Committee that unless the war revenue act was accepted by the Senate with the postal zone amendment imbedded in it, the whole vitally important war revenue act would be held up and this country be at the mercy of the small group who have engineered the postal zone system measure and saddled it upon this Nation. The Senate last year had this postal zone measure under consideration, it voted upon it, gave full hearings and full investigation and it defeated it. Again the postal zone measure was brought up in the Senate in a modified form, and again, after full hearings and investigations and discussions, the Senate defeated it. It was then that the postal zone measure was taken up in the Ways and Means Committee of the House that was framing more revenue legislation, imbedded in the war revenue act as an amendment, and, as Mr. Kitchen, leader of the House, stated in his speech on the floor of Congress, this postal zone system was no part of revenue legislation but was permanent postal legislation.

I had intended to make some remarks in the way of statistics. I have changed my mind. I will not tell you about statistics because this postal zone system which has been saddled on the country is a bigger matter than any question of profit and loss to any single paper or any single element of the publishing industry. It strikes at the foundation of our National Educational System. It attacks the newspapers and the magazines.

This zone system virtually prohibits, through tremendous increase of cost, the circulation of the most important publications of the country through vast areas of the Nation. I will cite one instance, that of the Ladies' Home Journal, a publication that we all know; we know what it has done, what it means to the country, what it means to the family. The Ladies' Home Journal, circulating in every state that is west of the westerly section of Colorado, will cost the readers in those states from seven to eight cents postage per copy over and above the cost of presswork. In Vancouver, in Canada, for instance, the readers of that same publication will pay but four cents postage, owing to the international treaty relations and the postal convention. In other words, Canadian readers in any part of Canada, from the Atlantic coast to the Pacific, from the boundaries of Alaska to the Arctic Ocean, will pay but four cents where American readers will have to pay from seven to eight cents postage. That is the way this law works out. It means that readers west of Missouri will pay approximately four and one-half to eight cents additional postage for all matter of this kind. Those are some statistics. But, as I have said, this is a larger question than that. This law attacks the magazines as no law has ever attacked the publishing industry, and it will be the turn of the newspapers next. This is a question that affects every home in the Nation.

I want to bring to your attention the Woman's Home Companion. The Woman's Home Companion has been responsible for placing in splendid American homes hundreds and hundreds of babies that were born and abandoned by their parents. Do you know what that means? Do you know who it is that furnishes the populations of our penitentiaries and our jails? It is these orphan babies that have been abandoned and have been brought up in baby institutions. That is one failure that seems to be universal in the baby life of this continent. Our Government, of which we are so proud, can do everything except be a mother to the baby. That is where the publications have stepped in, publications like the Woman's Home Companion, like the Butterick Publishing Company, and have placed these babies in homes and have given them a chance that they would not have. They have saved, moreover, through these same columns the lives of tens of thousands of babies throughout the country by the advice they have given. There are many here who, like myself, can look back twenty-five or thirty years when rickets was not uncommon, when malnutrition was not uncommon. It was assumed that you would lose a certain percentage of babies through children's diseases. That is changed. Now, when babies are lost, you regard it as an exceptional condition and not a normal condition. It is the homes of this country and the citizenship of this country that suffer by the impositions of this zone system. It is not the men and women in homes such as you and I live in that know the value of the printed page and know its tremendous educational importance in the home. We are not the people who are going to suffer. It is going to be the homes in remote sections of the country, where the little family budget is made up and five cents a month or fifteen cents a month for a general publication is going to be an important part and an important feature in the family budget. Seven or eight cents is going to cut down circulations in this country and reading by tens of thousands. Homes that can least afford to give up these publications, homes where their educational value is most important, are the homes that are going to give up these publications by reason of the increase in price. The homes of the people who most need them are the ones that can least afford to give up these publications, and they are going to be the sufferers. That is what the postal zone system means to our citizenship and our homes. It is not a matter of dollars and cents to the Government, for I can show you that the Government is carrying today the periodicals and newspapers not at a loss but at a profit, and I can show you that from figures taken from Postmaster Burleson's latest report. Therefore, I most earnestly hope that this organization will protest against the postal zone system that means so much to the education of the citizenship of this country, and if I can bring the matter before this body in a parliamentary form, I would like to suggest this amendment to the report:

By Mr. Post:

Whereas, The postal "zone" law, hastily adopted by Congress, is so burdensome upon the readers of this nation, and so complicated in its impositions upon publishers, and

Whereas, The postal zone system and rate of second-class postage constitutes a super-tax upon newspapers and periodicals in addition to the large number of general taxes, that publishers pay in common with other industries, and

Whereas, The public press is the bulwark of our liberty and freedom and a great source of education, information and recreation for millions of men and women, and the only means through which the Government can send its messages to the farmer, housewife, manufacturer, merchant, mechanic and great army of citizens, therefore

Be it Resolved, That we deplore the hasty passage of the postal zone law without investigation and hearings and demand its repeal by Congress.

I wish to call your attention to the fact that Ambassador Gerard, who was minister to Germany when the war broke out, said that this postal zone law, in his opinion, was an aid to German propaganda. President Woodrow Wilson, when he was Governor of New Jersey, and a similar, practically identical, measure was pending before Congress, condemned it.

Mr. President, I offer you the amendment.

Mr. Edgecomb: Mr. President: I ask unanimous consent to have all these sections acted on at this time except the Zone System. It may involve a long debate. Then we can take that up after we finish these others. I do not wish to do anything to interfere with a consideration of this zone matter, but there seems to be no objection to the other sections, and I ask unanimous consent to have those others acted on and get them out of the way.

Upon a vote, the Report of the Committee on Resolutions was adopted with the exception of the section dealing with the zone question.

President Hotaling: Is there any further discussion of this zone system?

Mr. Hosmer: Mr. President, Ladies and Gentlemen: As to the section that has been deferred: As you all know, for the past three years, I have been the legislative representative of this organization at Washington and have put in a great deal of time considering the various matters of legislation as they affect the newspaper people of the United States. When I first began considering the postal zone system, I think I was perhaps in the same frame of mind that President Wilson was in at that time; but you will notice, Mr. Chairman, that since that President has signed the bill with this provision in it, thereby demonstrating his change of mind, also.

After careful deliberation and consideration of the various phases of newspaper postage, I have become thoroughly and completely convinced that the only fair and just method of newspaper postage is the zone system. The resolution as proposed here is a simple reiteration of our resolution a year ago and a demand for the striking out of the part of the present law which provides for a differential in rates as to advertising and reading matter and as to certain affidavits, etc., that you have to make in connection with this proposition.

Now, Mr. President, Ladies and Gentlemen, I am firmly convinced, first, of one thing: that the newspaper zone system is a just and proper method of newspaper postage. There can be, by no stretch of the imagination, any reason under the sun why the Government of the United States should carry newspapers at a loss of 200%, 300% or 400% over and above the amount of money that is paid for the postage. It is a matter of easy demonstration that the publications made by the same concern as one of the publications he refers to, in other words, the Curtis publications, are costing the Government of the United States today millions of dollars in a bounty—nothing more or less—and I say, Mr. President and members of this organization, that this organization cannot afford to stand upon the question of demanding a bounty from this Government, or from any institution within the Government. We are free people; we are people who are running a legitimate business. If we can't run our business without demanding a bounty of the Government, we had better go out of business. That is my opinion of it. [Applause.]

As to the next proposition, as to the question of what is going to happen: As I said in my report the other day over in Little Rock, I am firmly convinced that we will never get away from the zone system unless we expect a very much higher flat rate. We are going to have to pay an increased postage rate; there isn't any question about it. The zone system is the fair method. Now if, by any manner of means, this law should be repealed and other legislation brought on, we will probably be paying three cents a pound for all of our postage. You people stop and think what that means. You stop and think what it means to the newspapers of the country. There isn't any question at all, Mr. President and members of this organization, but what the newspaper business of this country has got to stand upon a business basis. Whenever we attempt to stand upon the question of bounty, whenever we attempt to stand upon going out and asking favors from this concern and that concern, from the State and from the Nation and from individuals and corporations and from institutions, we belittle ourselves. We do not want to get in that position. We want to pay our way; we expect to pay our way. The zone system is a right and a just method of postage. Under that plan, each and all of us will pay the cost of our postage. Remember, that the county publications, the newspapers that practically form this organization today, are paying their way in postage. We are paying the postage that we are costing the Government., I do not like to bring up this differential between the magazines and the newspapers, but I contend that if I have got a subscriber to my magazine in Washington or in Oregon or in California or in Maine or in Honolulu, I ought to pay the postage. I should, of course, assess it to the man who gets the magazine, but we can arrange our subscription rates very easily to cover this proposition. Take the average county newspaper, with a circulation, we will say, of 2,500 or 3,000. Three-fourths of the subscription list is within the one-cent or one and one-quarter or one and one-half cent rate, as provided by this bill; the balance of it, if you pay the additional postage, will not exceed 25 cents on the average newspaper per year. Now, the proposition is simply this: the subscriber is perfectly willing to pay that additional expense if he wants the newspaper. If he does not want it, he ought not to have it. He is of no value to your advertisers, absolutely none.

Now, the case is not parallel when it comes to a concern that carries nothing else in the world but national advertising. We have publications in this country with millions that are going into your communities, competing with you for advertising, and they are doing it because the Government is giving them a bounty whereby they can get to your people at a price that is unfair to you, unfair to the taxpayer of the country and absolutely unjust in every way, form and manner. The interests of the newspaper people of the United States are best conserved—I am certain of this—by a zone proposition. The present bill which we have is absoltuely unfair, there is no question about that. It is an unfair proposition when it comes to the question of the differential on advertising and the fact that you have got to figure out in each issue exactly your percentage, and all that; but the proposition is this; by united work, we can prevent that section being in force very long. We can put it upon a straight zone basis and be treated fairly. Treat the people of the United States fairly; treat the other taxpayers fairly. Let us get what we are paying for, but let us not be getting a bounty.

Mr. President and members of this Association, I hope you will vote down the substitute proposed by Mr. Post and adopt the section presented by the Resolutions Committee.

Mr. Hardy: Mr. President: We have heard both sides on the resolution, so I make a motion that any speeches on the subject be limited to three minutes.

A Delegate: Mr. President: I beg to call attention to the fact that Mr. Post's motion did not receive a second. I move the original motion.

Upon a vote, the section embraced in the report of the Committee on Resolutions was adopted.

Mr. Wilke: Mr. President, Ladies and Gentlemen: I wish now, at this time, to give notice in this form:

Mr. Wilke: Whereas, The admission of state and district associations as coördinating bodies may cause confusion in the vote of such membership, I desire at this time to give notice, that in accordance with the requirements of the by-laws and constitution I will at a future session offer an amendment properly setting forth and providing the legal and voting status of the members of this association.

I also offer a resolution that this Convention assembled shall and should recommend to the Food Administrator that such grains as are being used for the manufacture of beverages be used solely for food and not for the manufacture of beverages.

The motion was duly seconded and unanimously carried.

President Hotaling: We will now have the pleasure of hearing from Miss Mae Hamilton of Storm Lake, Iowa, on the subject of "Camouflaging in the Newspaper Game." [Applause.]

Miss Mae Hamilton: Mr. President, Ladies and Gentlemen: I presume many of you are wondering what I know about the newspaper game. I have been years

and some more years in the work, nobody knows how long except Senator Caswell of Iowa, and he has promised not to tell.

Miss Hamilton's address appears in the July number of the National Printer-Journalist.

President Hotaling: Ladies and Gentlemen: We will now hear from Mr. Allen E. McGowan, of Appleton, Minnesota, on the subject of "Linotype in a Country Office."

The address of Mr. McGowan was printed in the July National Printer-Journalist.

President Hotaling: I am sorry that every member of the Association was not here to hear this practical paper. We will now have the pleasure of hearing from Mr. W. E. Mallalieu, of New York City. Mr. Mallalieu has been connected with the National Board of Underwriters for eighteen years.

Mr. W. E. Mallalieu: Mr. President, Ladies and Gentlemen: I want to invite your attention for a few minutes to the fire menace that we have in our country, and to suggest the desirability and importance of giving some consideration to its existence.

This paper was printed in July National Printer-Journalist.

President Hotaling: Mr. Mallalieu has certainly pointed out to us the awful waste by fire. His address is very greatly appreciated by us all.

The Convention thereupon adjourned to 2:30 P. M. of the same day, Friday, June 7, 1918.

The first business taken up after calling the convention to order on Friday afternoon, June 7th, was the report of the nominating committee.

Committee on Nominations

The Committee on Nominations for officers and members of the Executive Committee of the National Editorial Association present the following for your consideration:

President, Guy U. Hardy, Colorado.

Vice-President, Edw. H. Albright, Tennessee.

Secretary, Geo. Schlosser, South Dakota.

Treasurer, J. Byron Cain.

For Executive Committee: Will Wilke, Minnesota; H. U. Bailey, Illinois; G. L. Caswell, Iowa; E. E. Brodie, Oregon; Frank N. Henderson, Arkansas; J. C. Brimblecom, Massachusetts.

Respectfully submitted,

W. R. HODGES.
M. J. SEED,
GEO. E. HOSMER,
EARL HODGES.
J. A. RICHARDSON.

Upon motion, duly seconded, the report of the Nominating Committee was adopted, and the Secretary instructed to cast the vote of the Convention for the nominees.

President Hotaling: Will the new President-elect, Mr. Hardy, please come forward? [Applause.]

Mr. Guy U. Hardy: Mr. President, Ladies and Gentlemen: I thank you. I don't think it is any time for a speech. I don't believe the National Editorial Association is all here. I don't believe if it were all here it would care to hear a speech that is not on the program, anyway. I shall assume the office of President with mixed emotions. I know what Mr. Hotaling has been doing during the past year better than most of you folks, and I know that being President is not a soft snap. I appreciate the honor, however, very much, and I pledge you my best service and my best efforts to make the National Association larger, better and more businesslike than it has been. We have a large program we are working on, begun last year in Minneapolis. Mr. Hotaling has done wonders, and, with the assistance of the Executive Committee, we will try to keep the good work going on. I thank you. [Applause.]

President Hotaling: We would like to hear from the newly elected Vice-President, Mr. Albright.

Mr. Albright: Mr. President, Ladies and Gentlemen: I thank you very sincerely for the honor you have conferred upon me. I thank you especially because it is an honor that I haven't sought. I believe the duties of the Vice-President are to look wise, speak only when you are spoken to and obey the orders of your superior officer, and I promise you that I will attempt to fulfill the duties of this office.

I am in sympathy with the program that has been outlined by your President and your Past-President. Over in my State we have what is known as the mountain region, and we have a population there known as the Tennessee mountaineers. I heard a story of one of them the other day that fits my case. A bandit down in the valley wrote a note to a mountaineer and said: "Send me five thousand dollars or I will kidnap your wife." The mountaineer took the letter and read it over carefully and sat down and wrote back: "Dear Mr. Bandit: I am sorry that I can't send you the five thousand dollars, but I am in sympathy with the movement, all right." [Laughter.] I assure you that I am in sympathy with the movement as outlined by President-elect Hardy, Past-President Hosmer and President Hotaling and others.

I believe in organization. That has been something of a passion with me. I realize the fact that the newspaper men of the United States have within their hands the power for a great force, industrial, political, religious, educational and in every way. The only thing that is necessary is that these various associations and bodies shall be co-ordinated into a compact organization. I pledge you my best efforts as Vice-President of this Association to coördinate the various organizations of the United States into one compact, great working force, and I trust we shall succeed in that. [Applause.]

President Hotaling: We would like to hear from any of the other newly elected officers. How about the Secretary? Or Treasurer Cain?

Mr. J. Byron Cain: Mr. President, Brothers and Sisters, Ladies and Gentlemen: I have been wanting to get a chance to make a speech ever since I have been here, and now the opportunitty has come and I can't think what to say. [Laughter.] I wasn't made for speechmaking, anyhow. I really devote my time to making business. That is one thing I promised when I went into this work of being Treasurer of this Association, to attend to it in a strictly businesslike manner. I believe those who have looked over my books and seen the way I have done my work will give me credit for attempting to do my work in a businesslike manner, anyway. I happen to be treasurer of about six different organizations at this time.

The brother spoke about having a passion for organization. I really believe that this is one place where I can coöperate in that, too. I don't know when it was I began to talk about associations becoming a part of this Association. I used to say a long while ago if we had that sort of organization that we might have a great many things in the way of transportation facilities and conveniences we don't have now, and I think the time is not too late yet. I think every member who belongs to an association that is not repre-

sented in the National Association should go home at once and begin missionary work immediately. I thought I had about as hard a State as anywhere in the country, and I believe Brother Hosmer will tell you some of the difficulties we had to overcome in Kansas. It isn't an easy State to handle, but we came down here with the money representing our 200 members and I felt rather proud of that; and I am sure we need the money, too. So long as you entrust me with your finances, I am sure I will give my best efforts to the Association. I have tried to do that in the past, and I don't believe it is my good looks or oratorical powers that has put me in this place again, but that it is a matter of service. I wish to thank you. [Applause.]

President Hotaling: Ladies and Gentlemen, Mr. Funk, of the Y. M. C. A., wishes to make a few remarks at this time.

Mr. Funk: Mr. President, Members of the National Editorial Association and also the Arkansas Press Association: I have been asked by the representatives of the National War Work Council to come to this Convention and to extend to you on behalf of the War Work Council an expression of their hearty appreciation of the generous amount of publicity that has been given to the Y. M. C. A. work the past year, both in the State work and in the National work. I am especially desirous of thanking you for the generous amount of publicity you have given our work at Camp Pike. Of course, to a large extent, we have endeavored to give the Camp Pike news, and yet we have always had a liberal dose of Y. M. C. A. matter in those letters. I have on file in my desk clippings showing that between seventy-five and one hundred newspapers in Arkansas are using these weekly letters from Camp Pike. We shall continue those letters just as long as the editors of Arkansas exhibit any desire to use them, and while I have been here I have talked with a good many of them and they say, "Keep them coming."

The only other word that I was asked to bring to you was just to enter the protest of the Army Y. M. C. A. particularly against war chest schemes. I don't know how many of your home towns or home counties have been considering this matter of having a war chest, that is, that the community contributes or pledges a lump sum to be given for all of the war activities, lumping the Red Cross, the Y. M. C. A., the Salvation Army and all of the other organizations that are asking for war support into one sum of money and then distribute it among those organizations as your executive committee or those in charge of that sum see fit. This is opposed by the Red Cross, the Y. M. C. A. and all the other organizations. They are certain they would not raise anything like the same amount of money through this sort of a scheme that we can by allowing the different organizations to come into your communities and make a personal appeal. The sums that are needed by the Y. M. C. A. and by the Red Cross and by these other organizations will vary. We have no idea just how much money it will take. You remember last fall the Y. M. C. A. went out and asked for $35,000,000. We got something over $50,000,000, and if it had not been for that extra $15,000,000, the Y. M. C. A. would have been compelled to go before the public now; we would be out now on another campaign. That extra $15,000,000 has enabled us to go until some time this fall. The demands that are being made upon the Red Cross and the Y. M. C. A. and these other organizations are increasing so rapidly all the time that it is impossible to foresee even for a month in advance how much money it is going to take to carry on these activities. At Camp Pike we had a capacity for 45,000 men. We have information to the effect that perhaps within the next few months the capacity of that camp will be increased to 90,000 men—double. We have between sixty and seventy-five Y. M. C. A. Secretaries. That would mean we would have to have one hundred Secretaries. It is absolutely impossible to tell in advance how much money we are going to need to carry on this work, and, for that reason, we are opposing any plan that would limit for one hour the amount of money we could go before the country and ask for. So long as you know and realize and feel that every dollar that the Y. M. C. A. is expending is being wisely expended, when you know that men who were drawing salaries of from $5,000 to $10,000 a year are going into the Y. M. C. A. work for $100 a month or $150 a month, you know that the Y. M. C. A. money is not being wasted, and I can assure you from my own personal observation and contact with the Y. M. C. A. work in the last five or six months that I do not believe there is in the United States any more self-sacrificing, harder-working bunch of men in the service of the country today than you will find in the camps and across the seas. I thank you. [Applause.]

President Hotaling in presenting Mr. John B. Gairing, editor of the Publishers' Auxiliary, stated that the National Editorial Association was under deep obligations to the trade press for the publicity received during the past year. He was glad of an opportunity of presenting to the Association one of its best friends in the person of Mr. Gairing, who would discuss the "Two Dollar Weekly."

Mr. John B. Gairing: Mr. President, Members of the National Editorial Association, Ladies and Gentlemen: It is, indeed, an honor and a pleasure to come down here and meet my old friends and enjoy the hospitality that we have all enjoyed, and, while these conventions are of a business nature, we all realize that the pleasure that we get out of them is not the least of the things that bring us to them. But, while we enjoy all these things, we must not forget the fundamental basis of our business that makes it possible for us to come here, and it is on that point that I have a little message that I would like to present on the business end of the newspaper game, or particularly along the line of subscriptions; and, with your permission, I will read this little paper I have prepared.

Mr. Gairing's paper was printed in the July National Printer-Journalist.

President Hotaling: Probably the best State Editorial Association in the United States is in the State of Iowa. I wish that I might take every member of this Association to the city of Des Moines, where I had the pleasure last winter of seeing this Association in action. We have with us the man who engineers affairs in Iowa, Senator Caswell, a live field secretary, who at this time will tell you something not only of his work in Iowa but of his work in the State of Nebraska. [Applause.]

The Field Secretary at Work

This subject was announced by President Hotaling as one he considered among the most important and interesting of the entire Convention, because he had visited the Iowa Press Association in action and found it the best working organization of the kind in the

United States. This splendid organization and the results obtained in Iowa, he declared, were due to the methods used and the organization efforts of the Iowa field secretary, G. L. Caswell, of the Denison Bulletin.

Mr. Caswell had a paper partially prepared as a guide to his remarks, but he varied from it to such an extent that he could hand in but a summary for the proceedings of the convention, as follows:

The idea of having a field secretary continually on the job and looking after the newspaper interests of Iowa members of the state organization had worked out so satisfactorily that the secretary's office has become a clearing house for information of all kinds connected with the newspaper business. He is called upon not only to visit different parts of the state in the interests of county and district organization work, but for the benefit of individuals, and individual situations where valuations, consolidations, or difficulties between competitors or publishers and the public or boards of supervisors may make it necessary. For office purposes he keeps a competent clerk and a well equipped office of filing cases and record books, and there is nothing in the line of newspaper business or problems that do not come to his attention during the year. The result in Iowa has been a large state association with a general improvement in newspaper conditions. From the secretary's records the increases alone in country newspaper advertising and subscription rates noted on his books amounted to more than $125,000 during 1917 for the State of Iowa.

Nebraska newspaper men a year ago determined upon a similar organization, and changing their constitution to permit of the new business plan, they arranged with Mr. Caswell to give a part of his time to the organization work in Nebraska along the same lines as in Iowa. This he agreed to do for six months, from August, 1917, to February, 1918. It was found at the outset that enlisting the new members and explaining the plan of organization by correspondence was unsatisfactory and slow in its results. Therefore it was decided that a personal trip through the State should be made. Accordingly the "flivver" was oiled up and equipped for a thousand mile trip and the secretary drove it up and down the State of Nebraska for two weeks, visiting each newspaper office he came to and giving the organization the boost of a lot of new members in this way. The Secretary found newspaper conditions among the smaller papers of Nebraska much the same as in Iowa, with many struggling along in fields not calculated to support newspapers, other flourishing in good fields, and still others in good fields that are being scandalously abused. He found every known quality and kind of newspaper men, from the meek and lowly, plodding, hopeful fellow barely getting along, to the cock-sure and kicking fellow who knows it all and can't be told anything while he is plunging ahead and getting nowhere in particular. He found bright and brainy publishers who could tell him a lot of good things about the business, and he picked up many fine ideas, as well as much information concerning the business to pass along to others.

The result in Nebraska has been an organization along business lines, and the biggest annual convention they ever held was the first one under the new plan held last February. Now the State has its own home field secretary at work,—one of the best men in the state—and it is going to show results in standardizing advertising, subscription and job prices that will be worth hundreds of thousands of dollars in the aggregate to the newspapers of that State.

Mr. Caswell closed with a plea for the two dollar weekly paper at this time, showing why and how the subscription price should be and can be two dollars in almost every local field.

Mr. Bailey: Mr. President: Just a word in regard to the $2 subscription price that has been mentioned by the last two speakers. It seems to me that the present situation offers a great opportunitly for every publisher to readjust his business and increase his subscription price as a result of the war. We may not have a war again very soon, and those publishers who do not go up now, I fear, may have some cause to regret it. Publishers who now increase their subscription rates will undoubtedly hold them up after the war is over. None of us know how long the war may last, but when it is over prices of commodities will not remain where they are. We have as a guide to go by the Civil War. I will just relate a little experience in my own office in regard to that. During the Civil War, the prices of commodities all advanced as they have during this war, and people then thought, as they think now, that they were going to stay up. Farmers think the price of wheat and corn are going to stay high, that they will never go back again to the old level. They thought so during the Civil War, and yet, a few years after the Civil War closed, the country in 1873 had the greatest panic it ever had, and for many years afterward corn sold down as low as 20 cents a bushel, but publishers, as a rule, who went up stayed up. The personal experience was that of my father. In 1863, he advanced, right in the middle of the war, his subscription price to $2 a year. He was printing about 1,000 copies a week. He lost no material number, but, on the other hand, gained a little steadily. When the war was over, his price remained at $2. Occasionally, he heard it mentioned that they were still charging the war price, but the wisest thing I think he ever did in the newspaper line was to hold to his price. The subscription of the paper constantly increased from that time on until today. Some publishers fear to increase their price on account of the competition they have; other publishers in the county or in the town are charging $1 or $1.50 a year. He need have little fear on that score for the reason that the increased price that he receives gives him sufficient profit whereby he can increase the quality of his paper and print more news, and if he does that, if he keeps the quality of his paper up, he will not lose; he will gain. I think now that this is an opportunity to all of us, and those who have not come up to the $2 rate ought to do so and ought to do very soon. [Applause.]

Mr. Brown: Mr. President, Ladies and Gentlemen: I wish to offer the following resolution:

Resolved, that the thanks of the National Editorial Association be extended to Major General Sturgis, in coimmand of Camp Pike, at Little Rock, Arkansas, for the courtesies received at his hands on the occasion of the visit of the members of this body to Camp Pike, and that the Secretary be instructed to convey the grateful appreciation of this body to General Sturgis in an appropriate manner.

On motion, duly seconded, the resolution was unanimously adopted.

Mr. Hosmer: Mr. President: Before we close today, I want to urge the members who are here from States that have not already joined the National organization to go back home when they are through with this trip

and take the matter up with the members of their State associations and make arrangements to come into this organization as a body. We have not done very much this last year compared with what we hope to do this next year. There is not a State organization in this Nation, there isn't a district organization in this Nation, there isn't a county organization in this Nation that can afford to stay out of this organization, and where we have some individual members from States here whose State organizations and district organizations have not joined, I want to urge them that, when they go home, they see that those do join as a body. [Applause.]

President Hotaling: Mr. Hosmer has given expression to a matter that means a great deal to the newspaper men of America. We must and should have this coöperation, and if we do not have it, we might as well give up all attempts to secure fair play for the newspaper. Matters are coming up in Washington all the time that demand coöperation and united effort on the part of newspaper men. We must have it, and when we go home we must take hold of this movement and back up this new administration. I am speaking from experience. I have been all over the country working with newspaper men. It is highly important that every newspaper representative here go home and take hold of this work; take it as an individual responsibility and see that every organization in every State comes into the National organization.

Executive Committee Meetings

At a meeting of the Executive Committee held in Hot Springs, all members being present, on motion of George Schlosser, supported by Mr. Albright, Will Wilke, of Minnesota, was elected chairman in charge of the details, route, transportation and arrangements generally of the 1919 meeting scheduled for the northwest coast states.

A meeting of the committee was also held while the Association was touring the State of Arkansas, for the purpose of determining by lot, in accordance with the amendment of the constitution offered by Mr. Wilke, who would constitute the one year term and who would constitute the two year term.

The results of this meeting was as follows:

Executive Committeemen chosen for one year: Frank N. Henderson, Arkansas; G. L. Caswell, Iowa; E. E. Brodie, Oregon; for two years: Will Wilke, Minnesota; J. C. Brimblecom, Massachusetts; H. U. Bailey, Illinois.

Session Extraordinary

Siloam Springs, Ark., Friday, June 14th, 1918. President Hotaling called the meeting to order.

Mr. Wilke of Minnesota, in accordance with previous notice served on the Convention, offered the following amendments to the constitution and by-laws of this Association:

Article 5, Section 6, of the constitution be amended so as to read as follows:

The Executive Committee of this Associated shall consist of the President, Vice-President, and Secretary of the Association and six members, chosen by the Convention from its membership. In 1918 all six members shall be elected and these so elected shall decide by lot which three members shall serve for a period of two years and which three members shall serve for a period of one year. At each yearly meeting beginning in 1919 three members shall be elected annually, whose term of office shall be for a period of two years.

That the by-laws of the Association be amended by the addition of Section 4, providing for the standing of our membership and voting power as follows:

Section 4. Each coördinating State or District Association is entitled to one vote in all meetings of the National Association for each twenty paid members of said coördinating association or major fraction. The votes of such coördinating associations shall be cast by the members of such association present. Individual paid members of the National Editorial Association shall be entitled to vote, but no person who is a member of a coördinating association shall also vote as an individual member.

The amendments were uanimously adopted.

There being no further business the meeting adjourned.

GEORGE SCHLOSSER,
Secretary.

AN AUSTALIAN PRINTING TRADE MAGAZINE

Wimble's Reminder is a quarterly magazine published for the printing and allied trades in Australia by F. G. Wimble & Co., Ltd., Sidney. The publishers have kindly forwarded to the office of the National Printer-Journalist a copy of the May Jubilee Commemoration Number. One of the most interesting articles in the magazine is the leader entitled, "The Evolution of Printing Ink Through Four Generations."

The present managing editor of the company is Mr. Fred G. Wimble, who is the third of a generation of pioneer printing ink makers, the first of whom was the pioneer printing ink manufacturer in Great Britain.

F. G. Wimble & Co. are the largest importers of printing materials in Australia and possess the only type foundry in the southern hemisphere, which comprises over forty type-casting machines. This company has the largest and most complete printing ink factory in the south half of the globe and combine with the manufacture of printing ink a large printing and electrotyping business. Its representatives regularly visit every town throughout Australasia and the South Sea Islands.

Although Wimbles Reminder is of the character which the American identifies as being peculiar to house organs, it carries a vast amount of interesting and useful information for the printing fraternity. The editorial department is strong and vigorous and no doubt has had much to do in winning for the magazine the interest and profound attention of every one engaged in the production of printing in Australasia.

RESOLUTED RESOLUTIONS

(In which Mr. George W. Hughes of Clinton, Illinois, Whereases Mr. George Hosmer of Denver Colorado)

Whereas, it came to pass on the afternoon of the eighth day of June, of the year nineteen hundred and eighteen, that one Geo. E. Hosmer, of the City of Denver, of the State of Colorado, said State being a part of the United States of America, did propose to, and did wager dinner for two that said afternoon was clear at the city of Denver, as were three hundred and twenty-five days of each and every year, as marked by the Calendar, then in use in said State, and

Whereas, Said Geo. E. Hosmer, of the city, state and nation aforesaid, did promise the one with whom he wagered, said dinners, that he would soon receive a letter from his wife telling how bright said afternoon was at said city of Denver, and that he would write said wageree (this word specially coined), how the people of said city enjoyed gazing at the total eclipse of the

sun on said afternoon of June 8th, in said Denver; in said Colorado, the land of perpetual sunshine (?); and,

Whereas, Said wageree has not, even unto this day, heard from said Geo. E. Hosmer by letter, therefore be it

Resolved, That said wageree thinks, fears and unanimously believes that said Geo. E. Hosmer of the city, state and nation first written and previousy mentioned, may have and perhaps did become lost in the forests of Arkansas during the tour of said state by members of the National Editorial Association, or was stolen by Rev. Waldrip to be exhibited by him as a product of his state, therefore, be it further

Resolved, That it is due to the family of said Geo. E. Hosmer and his many friends and the said National Editorial Association that the following advertisement be published in the National Printer-Journalist, as is required by law in such cases as made and provided, said advertisement to appear in bold-faced type, equal to or greater than thirty-six point, and shall be and remain at top of column and next to reading matter, other than the account of the total eclipse of the sun on the day and year above written, as seen in the city of Denver, state and nation aforesaid, to be written here never more; and be it still further

Resolved, That a copy of these resolutions be mailed to the family of the said Geo. E. Hosmer, accompanied by a letter of sympathy, expressing the hope that conditions are not as serious as they seem to be; also, that a copy be sent to the secretary of the National Editorial Association with instructions that they be spread, smeared, tacked or in any other way placed on the records of said association, Amen.

Lost, Strayed or Waldripped

One fine, large past-president of the National Editorial Association; weight, 182 pounds and 16 ounces; height, five and three-fourths feet; age, about half a century, 9 months, 27 days, 23 hours, 59 minutes and 37 seconds.

The Association will feel thankful to any one, or any number of ones, twos, three or fours, who will telephone, telegraph, notify or send word to Guy U. Hardy, its president, at Canyon City, Colo., any information as to the whereabouts, haunts or present location of the said Geo. E. Hosmer, who was willing to and did wager on his state, and lost by one hundred thousand majority.

Clinton, Ill., August 10, 1918.

HOUSE ORGAN CONTAINS ARTICLE OF SPECIAL INTEREST

Among all the house organs that are printed for the benefit of the printing and publishing trade none is superior to "The Monotype," published by the Lanston Monotype Machine Company, Philadelphia.

One of the most interesting articles appearing in the May and June, 1918, issues of the Monotype is in description of the plant of the Daily Phoenix, of Muskogee, Oklahoma, which is published by Mr. Tams Bixby, who was at one time editor of the Red Wing Republican of Red Wing, Minn., a newspaper started by the former editor of the National Printer-Journalist.

Of the Monotype non-distribution system, Mr. Bixby says: "We had heard that the Monotype and non-distribution had proved a success in every plant where they had been a fair trial, and were an enormous success in the big Metropolitan daily newspapers, but we were not prepared for the results that were achieved the first week in our own plant.

"During the first non-distribution week we set over 9,000 inches of ads (nearly twice as much as had been handled the week previous) without any addition to our composing-room force. The first week the page cost was $4.65, while for the previous week it was $5.80—a saving of $1.15 per page."

Mr. Bixby adds: "Judging from our success with the Monotype in the Phoenix ad room, I do not believe that there is a newspaper too small to use a Monotype profitably. Beside the saving, there are many other features with regard to this machine that are to be considered Right now, during the scarcity of labor, one of the most important of these is keeping the compositors. Every good printer likes to work in an office where there is plenty of material, and with the Monotype the supply of type, leads, slugs, and rule is practically inexhaustible.

"It is hardly necessary to mention the improvement in the appearance of the paper by having it printed from new type every day; but that has its effect with our advertisers, who are greatly pleased."

GENIUS

By O. Byron Copper

'Tis held that genius is a natural gift
Bestow'd on few by rare
Divine caprice—'twas thus old Greece
Received the lion's share—
But, no; 'tis mere ability
For taking pains—capacity
For work, and will for drudgery
That men to heights of human greatness lift!

Mark, thou, the ways of men of lasting fame:
Mark how they plod, nor stay,
But labor long, their tasks a song,
Whilst others mope or play;
'Tis not through chance, nor luck, but stress
Of will that such their progress press—
'Tis thus at length they claim success,
And leave with history a deathless name.

Ah, talents of the great! What more account
Than th' gifts all men possess?
Which, used, increase; but, wasted, cease,
Or gradually grow less.
Accord that man a genius who,
To law of perseverance true,
With single aim, and goal in view,
Drives straight each day toward heights he would surmount!

National Anthem Composed by Editor Sung at N. E. A. Sessions

The national anthem, "America, My Country," composed by Hon. Jens K. Grondahl, Editor of the Red Wing Republican of Red Wing, Minn., was sung at nearly all the sessions of the National Editorial Association at Little Rock and Hot Springs, Arkansas. The buoyant, patriotic spirit which breathes through the verses of the song was quickly recognized as a vehicle for their expression of strong sentiment and love of country, and as the editors became familiar with the air, they sang with increasing gusto and enthusiasm. The repeated singing of the song by representatives of the nation's press was in itself an endorsement of which the author may well be proud.

ARKANSAS WELL ADVERTISED BY NEWSPAPER REPRESENTATIVES WHO ATTENDED THE N. E. A. CONVENTION

That Arkansas has been well advertised by those who attended the convention of the National Editorial Association at Little Rock and Hot Springs, Arkansas, last June, is abundantly demonstrated by the exchanges that come to the National Printer-Journalist office.

Among the most painstaking and thorough accounts of the trip taken by the delegates through the State of Arkansas is that which appears in the Storm Lake

Miss Mae Hamilton
of the Pilot-Tribune, Storm Lake, Iowa, who read an address before the National Editorial Association on, "Camouflaging in the Newspaper Game."

(Iowa) Pilot-Tribune. The articles were written by Miss Mae W. Hamilton, the only woman who had a place on the N. E. A. program and who won special recognition among the attending newspaper men in the presentation of her address, "Camouflaging in the Newspaper Game."

Miss Hamilton has captioned her article with "Up and Down Old Arkansas," "Two Days and Nights on a Pullman." The article is brilliantly and vivaciously written and reflects a thorough sense of news value.

SOUTH DAKOTA STATE COLLEGE RECEIVING STRONG SUPPORT FROM NEWSPAPERS

The South Dakota State College at Brookings, South Dakota, is receiving the strongest kind of support from the newspapers of the state. The daily and weekly papers are rendering a distinct service to agriculture and the official paper of the college, "Greater South Dakota" offers the following illustration in support of the statement. In February, the college announced through the papers that the seed corn situation required immediate attention. Following the publication of the facts in the newspapers, 1,400 farmers sent in their corn for testing, which enabled the college to determine thoroughly what should be done. The press in this one instance saved the state thousands of dollars. A recent number of the publication known as "The Call of Agriculture," reproduces headings of the articles as published in the South Dakota newspapers, the copy for which was furnished by the College. The reproduction indicates that almost every conceivable agricultural subject has been covered.

SYSTEMATIC CONSTRUCTIVE WORK OF U. T. A. OF VAST BENEFIT

The systematic construction work of the United Typothetae of America is of vast benefit to the printing fraternity of the country. That it is possible to realize these results in a greater degree is best shown from the experiences of cities where the national organization has done most intensive work. In one city where the printers had suffered an approximate loss of $56,000 on a sales volume of 700,000 in one year, they had not only overcome the $56,000 loss but had added a real gain of profit amounting to nearly $30,000, making a net increase in receipts of practically $86,000 with no increase in payroll and expenses. In another city, where the annual volume of sales was $850,000, an increase of $160,000 was secured during the first year after the new program was put into effect. In the city of Denver, which was organized last fall, in five months' time the profits have been increased over $200,000 without any additional expense or payroll. All places testify as to the benefits being derived from this systematic constructive work.

ELGIN DAILY NEWS MAKES CHANGE

The Elgin Daily News of Elgin, Illinois, announces the follow changes in its organization:

Millard V. Hendrickson, for the past twelve years foreman of the composing-room, becomes assistant advertising manager of the paper Monday, July 1.:

His knowledge of newspaper work fits him ideally for the position. He is versed in every branch of newspaper publishing, with a particular training in advertising composition. His ideas of advertising layout and arrangement of copy will be of great value to many of the News advertisers.

Mr. Hendrickson will be succeeded as foreman by Harry E. Moore, who in turn makes way for George N. Robinson as head of the advertising-setting department. Both of these men have had fifteen years' experience and have been connected with the mechanical department of this paper for the greater part of that time.

Mr. Harry E. Moore, who has been elevated to the foremanship, is personally known to the editor of this magazine, as being a young man of especially worthy attributes.

SERVICES OF ADVERTISING MEN GIVEN FULLEST RECOGNITION

The Committee on Public Information of the United States Government has given fullest recognition of the value of the services of advertising in war work. At a luncheon recently held, addresses of appreciation were offered by the Secretary of Agriculture, the Secretary of the Interior, the Secretary or Labor, the Chairman of the Committee on Public Information and Mr. Schwab of the Shipping Board. The occasion was one of the greatest significance to the value of coöperation in advertising and in connection with the successful prosecution of the war and it must have been abundantly satisfying to governmental officials who have been subjected to severe criticism by publishing trade journal editors and others, whose patriotism had been infected with the germ of commercialism to such an extent that they have adopted threatening attitudes which were becoming unhealthy to the body politic. Understandings were reached which will enable the division of advertising of the Committee on Public Information to function much more helpfully and sympathetically than seemed possible hitherto. A letter from William H. Johns, the Chairman of the Division of Advertising, addressed to the editor of this magazine

under date of June 22nd, illustrates the point. Two paragraphs of the letter are reprinted herewith:

"President Wilson created the Division of Advertising of the Committee on Public Information for the specific purpose of coördinating the advertising of the various Government Departments, and of coöperating with publishers who had donated, or wished to donate space for Government advertising. It would seem that the interests both of yourself and of the Government Departments would be best served by referring requests for free space to us and should you desire to contribute space, to secure the coördination of your donation and the Government's needs through this Division.

The idea underlying the creation of this Division was, first, to relieve publishers of indiscriminate and duplicated requests, and, second, to make the donations yield the very highest results by having them administered by one office, which would be informed on everything that was being done, and where copy for the purpose could best be prepared."

J. H. CASEY WINS PRIZE

The Prize of a $50 Liberty Bond, offered by J. B. Powell, associate editor of Millard's Review, Shanghai, China, for the best editorial by a student of the School of Journalism of the University of Missouri on a prescribed topic, has been awarded to John H. Casey of Knoxville, Iowa. The topic for 1918, the first year of the award, was: "Why Every American Newspaper Man Should Make a Special Study of China and of the Problems of the Pacific as They Affect America and the Future Peace of the World."

The judges were Rollo Ogden, editor of the New York Evening Post; Harvey Ingham, editor of the Des Moines Register and Tribune, and one other. They awarded the prize by unanimous decision.

Mr. Casey is the son of W. J. Casey, editor of the Knoxville (Ia.) Democrat.

MISSOURI JOURNALISM SCHOOL RECEIVES $50,000 GIFT

An anonymous gift of $50,000 for the erection of a building for the School of Journalism was announced by A. Ross Hill at the commencement exercises June 5th.

This is the largest gift ever made to the Missouri State University by an individual and the only gift to cover the entire cost of a building for the exclusive use of one of the divisions of the University.

The donor, who desires that his name be not published at this time, is a Missourian.

The principal conditions are that the building shall be erected within five years, that the University provide the site, that the building shall be for the exclusive use of the School of Journalism and that it shall be maintained, as are all the University buildings by the state.

It is expected that work on the building will begin late this summer.

The gift is in the nature of a birthday present to the School of Journalism, which has just celebrated the tenth anniversary of its foundation.

The new building will be third home of the School of Journalism since its foundation in 1908. It is expected the new hall will contain a complete printing plant for the publication of the Evening Missourian, which is now printed by contract in a down-town office. The new arrangement will permit a much closer coordination between the theoretical and practical work of the school.

WANTS TO STOP STATE ADS IN OHIO GERMAN NEWSPAPERS

George F. Smith, editor of the Leipsic (O.) Free Press, has started a movement to save the taxpayers of Ohio the expense incident to the publication of legal notices in the German newspapers in the state. Smith cannot see why American taxpayers should help support German publications. He took up the subject with Representative John S. Snook, but learned the problem was one to be solved by state and not by national legislation.

The Ohio state auditor reports there is no data available to show the entire amount of money paid by the state to German newspapers in Ohio, but the delinquent land list this year was published by German newspapers in sixteen Ohio counties. These sixteen German papers were allowed $5,322.09 for the advertising.

City advertising averages yearly in the eighty cities of Ohio $100,000 and county advertising $150,000 each year. It is a conservative estimate that the German papers have been costing the taxpayers of Ohio more than $50,000 a year.

The subject has been taken up with the governor of the state, and a vigorous fight will be made in the next general assembly to wipe out this official support of the German press.

No figures are at hand, but obviously the country over the money paid by Americans to support the German newspapers must run into enormous proportions.

Mr. Smith writes: "This is a time that every true, loyal American citizen should come to the front. Knocking this 'prop' of legalized advertising in German newpapers 'from under' will assist in the work.

"Write your State Senator and Represenative today, asking them to coöperate and stop this spending of the Taxpayers money in the German press. Help in this fight and give as much publicity as you can. Newspaper and advertising associations over the country are now passing resolutions, similar to the one cited above and sending a copy of the same to every trade journal and to a number of their state officials. What we are doing in Ohio can be duplicated in the other states of the Union.

"Will you please write me direct and tell what you have done?

Fraternally,
GEORGE F. SMITH,
"The Leipsic Free Press.
"Leipsic, Ohio.—(A 100 per cent American town.)"

OBITUARY

Mrs. John Dymond, wife of Mr. John Dymond, editor of "The Sugar Planter," New Orleans, La., and twenty-first president of the National Editorial Association, died July 13th. The funeral services were held Monday, July 15th, from the residence at 3223 E. St. Charles Avenue. Interment was made in the family tomb at Metairie Cemetery.

Mr. and Mrs. Dymond were both natives of Zanesville, Ohio, where they were married June 3, 1862. They celebrated their golden wedding anniversary six years ago. Mrs. Dymond is survived by her husband and five children, three sons and two daughters. The profound sympathy of hundreds of newspaper editors throughout the nation is extended to Mr. Dymond in his bereavement, among these are many who learned to know and love Mr. Dymond as President of the National Editorial Association, some of whom had formed the acquaintance of Mrs. Dymond.

Gavel presented to President H. C. Hotaling, June 6, 1918, by Mr. C. E. Palmer of the Four States Press, Texarkana, Arkansas

The gavel is an Arkansas product of rare design. An aluminum band about the head of the gavel contains settings in which are placed Arkansas pearls and Arkansas diamonds. The gavel within itself contains eight rare wood products of Arkansas, and thus forcibly calls attention to some of the opportunities of this state.

NEWS NOTES FROM THE UNITED TYPOTHETAE OF AMERICA

The program of the Thirty-second Annual Convention of the United Typothetae of America, to be held at Cincinnati, September 23rd, 24th and 25th, will be a most splendid business program, for it will include such subjects as, "Better Letters," "Preparing and Presenting a Plan for Direct by Mail Campaign," "Advertising Your Own Business," "Education for the Printing Industry," "Abnormal Costs," "Price Control," "Business Associations and Anti-Trust Laws," and other timely subjects of equal importance. The wide-awake printer will realize that there is much to be gained in attending this year's Convention and the program is so inviting that it is expected that the attendance will exceed any previous Convention.

Members of the United Typothetae of America are taking considerable pride in displaying the Typothetae emblem (decalcomania window sign) on their display window, showing the buying public that they are members of the National organization of their industry. The window sign is neat and attractive, in colors, size 12 x 8 inches and may be purchased from the National office at 50 cents each.

The Composite Statement of Cost of Production for the year 1917 is fast nearing completion. It is expected that the Composite Statement will be issued within a comparatively short time. This statement will be most heartily welcomed by the members of the United Typothetae of America.

Through the activities of the field staff of the United Typothetae of America local organizations are springing up in all sections of the country. Of course, the printers are awake to the possibilities of organization work and the benefits resulting therefrom, and are showing a willingness and desire to inaugurate and support organization activities in their respective localities. The result is that the membership roll of the United Typothetae of America is the largest in the history of the organization.

It would be well for those engaged in the printing industry, contemplating taking up some specialized line of study in connection with the business, to plan now their line of study for the fall and winter months. The United Typothetae of America offers correspondence courses in Estimating and Salesmanship which should be investigated by all those desirous of an opportunity of advancing themselves. These Courses offer splendid training and the fee is indeed nominal. For information address United Typothetae of America 550 Transportation Building, Chicago, Ill.

Mr. Thomas E. Donnelley
Chief Pulp and Paper Section, War Industries Board

ONE HUNDRED PER CENT PATRIOTS

At the hearing before Mr. Donnelley, Chief of the Pulp and Paper Section of the War Industries Board, at Chicago, on July 30th, the patriotism which inheres and has always been a marked characteristic of the so-called country newspaper publisher, was given eloquent exemplification. Some there were who thought that the country printers should be exempted from the ruling to save 15% of the paper supply, but when the call came to stand by Old Glory, and sacrifice in some proportion as those who are facing the shot and shell of the ruthless Hun, the representatives of the country press, arose to the occasion and declared that they wanted no exemptions, but only sought a further opportunity of strengthening the arms of the Government.

MANUFACTURERS' NEWS

Some booklets that contain much practical information for users of cutting and creasing presses have recently been published by the National Machine Company, 111-133 Sheldon Street, Hartford, Conn.

* * *

Martin's Papyrus, issued by the John Martin Paper Co., Ltd., of Winnipeg and Calgary, Canada, contains a lot of material that will interest printers of Western Canada.

* * *

The Eagle Printing Ink Co. of New York, Chicago and Jersey City, are introducing two new colors known as "Liberty Blue, No. 1776," and "Victory Red, No. 1918." The colors are shown to advantage in a red and blue reproduction of the Liberty Bell.

* * *

THE TRUTH ABOUT YOUR TRADEMARK

How many readers of this publication know that registration of a trademark does not give ownership to it?

The person or firm that establishes priority has superior rights over the Federal registrant and can obtain cancellation of the registered mark.

Therefore, a Federal registration does not necessarily insure ownership of a trademark. The Government does not do the fighting for the owner of a trademark. The Certificate simply helps prove one's rights. The trademark law of 1905 states specifically that it confers no rights upon the registrant that did not exist prior to registration.

Infringements are occurring constantly, mostly through ignorance. The time to stop an infringement is at its inception, NOT after large sums of money have been spent in making the trademark known, because then a company will vacate its rights only when forced to do so.

There are few intentional infringements. There is much coincident thought. Several persons might conceive practically the same trademark, at the same time, for the same class of goods.

Sometimes attorneys advocate "resting upon common law rights." But this procedure may be dangerous and costly. The business man who stops to think that his trademark represents his goodwill, and who realizes that infringements are occurring constantly, and through neglect or improper procedure, there are always cases in courts of equity caused by infringements, will more clearly understand and appreciate the need of specialized assistance.

If "eternal vigilance is the price of peace," then unending vigilance is the surest way to avoid the litigation caused by infringements, that is the natural outgrowth of an expanding trade and the growing popularity of doing business nationally.

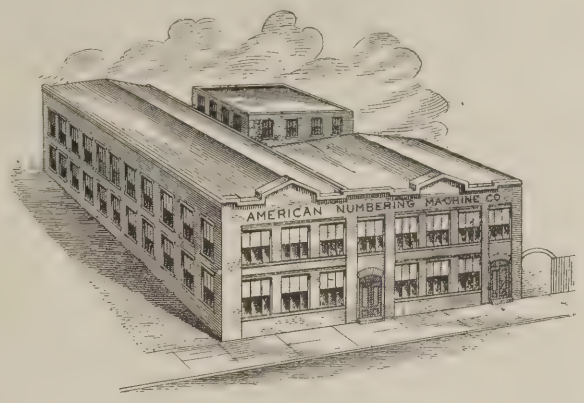
MIDA'S TRADEMARK BUREAU, that was established in 1889, not only registers trademarks in the United States Patent Office and attends to securing foreign registration, but it conducts its widely known VIGILANCE SERVICE.

You should be intimately acquainted with the service this Bureau offers. A letter of inquiry will bring full information.

New Factory of American Numbering Machine Company

The rapid growth of the American Numbering Machine Company is well exemplified in their new factory building which they have just completed. Starting operations in a small loft only ten years ago, with two employes, and at a time of general business depression, the products of this company at once merited such general approval, that they have been enabled to expand with unusual rapidity.

The success of the American models is due almost entirely to the one fixed policy, "high-grade machines." No expense has been spared, producing the best possible mechanism. The organization consists of the very best men in this country, with many years experience in the numbering machine industry. In designs, simplicity of construction has always been adhered to, and the material is the very best the market affords. Another feature is the testing department, where all machines are thoroughly tried out in a printing press and go through three



inspections before leaving factory, so that chances for defective parts are almost impossible.

At the present time the machines made by the American Numbering Machine Company are in use in all parts of the world. This statement is not an exaggeration of words, as orders are on file from China, South Africa, Alaska, and even from missionaries in Burma and Hawaiian Islands.

In the new building, capacity is arranged for one hundred and fifty employes, with an output of four or five hundred machines per week. All machinery and tools are of the very latest and most improved type, electrically driven. The building has windows on all sides, affording ample light for such small parts as are required in numbering machine construction. The nickel-plating and polishing department is housed in a separate building, away from the main plant so that no fumes or grinding dust come in contact with any of the finished parts.

THE SUNBEAMS STILL RADIATE

The Kenesaw Sunbeam of Kenesaw, Nebraska, published by W. W. Maltman, still continues to radiate light, although a fire originating in the engine-room of the printing office nearly destroyed the plant on July 24th. The issue of July 25th contains but four pages in the most abbreviated form, the pages being but 5½ x 8½ in size. An editorial announces, "By another week we hope to have the plant in shape to issue the paper in its usual form, meanwhile we crave the indulgence of our readers and patrons."

A HOUSE ORGAN FOR ITS OWN HOUSEHOLD

The Miehle Bulletin is a new house organ published exclusively for the employes of the Miehle Printing Press and Manufacturing Co. and their associates in the Army and Navy of the United States. Volume 1, No. 1, is 16 pages in size and contains a large amount of news and information of distinct value to those for whom it is published. The editors announce the purpose of the

publication in the following well-rounded phrases:

"The Miehle Bulletin will aim ever to keep before its readers the vision of the better, brighter day that is coming. In "the time between" it will strive to cultivate the spirit of comradeship and brotherliness among the employes of the Miehle Printing Press and Manufacturing Company and those who have gone from us to the camp, the trench and the battleship. It will also serve as a medium for the exchange of ideas which will stimulate our thinking, increase our respect for each other and make us more mindful of one another's interests. Lastly, we will endeavor to render a service to every reader by presenting informing articles on live topics, such as will tend to make us more efficient workers, better citizens and worthier men and women."

RECENT PURCHASERS OF LINOTYPES

New Bedford (Mass.), John F. Escobar; Yorktown (Texas) News; Edna (Texas) Herald; Zumbrota (Minn.) News; Bangor (Me.) Commercial; Elkhorn (Wis.) Independent; Chicago (Ill.) Daily Trade Bulletin; Waterloo (Wis.) Democrat; New York (N. Y.) Methodist Book Concern; Omaha (Neb.) Booster; Humphrey (Neb.) Democrat; Topeka (Kan.) Stuckert & Stanley; Richmond (Va.) Herald; Wilmington (Del.) The Star; Lexington (Va.) News; Kansas City (Mo.) Bill of Fare Press; Philadelphia (Pa.) Bulletin; Wilkes Barre (Pa.) News; Saginaw (Mich.) News; New York (N.Y.) Commercial; Jackson (Mich.) James Frank; Palmer (Mass.) Journal; Natick (Mass.) Tribune; Boston (Mass.) Geo. H. Ellis Co.; Oshkosh (Neb.) Herald; Navasota (Texas) Examiner-Review; Ada (Minn.) Norman County Post; Chicago (Ill.) Free Russia; Franklin (W. Va.) Times; Crawfordsville (Ind.) Review; Onaway (Mich.) Outlook; Dubuque (Iowa) Times-Journal; Rockport (Ind.) Democrat; Alamosa (Colo.) Journal; Greenport (N. Y.) Times; Minneapolis (Kan.) Messenger; Salisbury (N. C.) Post; Point Pleasant (W. Va.) Register; Electra (Tex.) News; Columbus (Ohio) Pontifical College Josephinum; Evansville (Ind.) Courier; Princeton (Ill.) Tribune; New York (N. Y.) Isaac Goldmann Co.; Philadelphia (Pa.) Bulletin; Baltimore (Md.) American and Star; Wells (Minn.) Forum-Advocate; El Campo (Texas) Citizen; New York (N. Y.) G. K. Ateyeh & Co.; Williamsburg (Iowa) Journal-Tribune; Robinson (Ill.) Constitution; Buena Vista (Va.) News; Asbury Park (N. J.) Press; Columbus (Ga.) Ledger; Memphis (Tenn.) Press; Charleston (S. C.) News and Courier; Baltimore (Md.) American and Star; Ely (Minn.) Miner; Cedarville (Ohio) Herald; Wiggins (Colo.) Courier; Fort Wayne (Ind.) Fort Wayne Ptg. Co.; New York (N. Y.) The Graphic Press, Inc.; Presque Isle (Me.) Star-Herald; Anderson (S. C.) Tribune; Hoboken (N. J.) Observer; Whiteville (Tenn.) The News; Philadelphia (Pa.) Evening Bulletin; Chicago (Ill.) Englewood Typesetting Co.; Berryville (Va.) Clarke Courier; Cincinnati (Ohio) S. Rosenthal & Co.; Sioux Falls (S. D.) Journal; Indianapolis (Ind.) Bookwalter-Ball Ptg. Co.

PAST-PRESIDENTS OF THE NATIONAL EDITORIAL ASSOCIATION

Founder and First President—B. B. Herbert (deceased), National Printer-Journalist, Chicago, Illinois. Elected February 19-21, 1885, at New Orleans, La.

Second President—C. H. Jones (deceased), Lockwood Press, New York, N. Y. Elected February 23-25, at Cincinnati, Ohio.

Third President—Gov. A. B. White, Parkersburg, West Virginia. Elected September 13-15, 1887, at Denver, Colo.

Fourth President—James R. Bettis, 215 S. Main St., St. Louis, Mo. Elected November 21-23, 1888, at San Antonio, Texas.

Fifth President—Chas. A. Lee (deceased), Gazette and Chronicle, Pawtucket, R. I. Elected August 27-29, 1889, at Detroit, Mich.

Sixth President—E. W. Stephens, Herald, Columbia, Mo. Elected June 24-27, at Boston, Mass.

Seventh President—W. S. Cappeller (deceased), News, Mansfield, Ohio. Elected June 14-17, 1891, at St. Paul, Minn.

Eighth President—B. J. Price, Star and Times, Second Auditor of Navy, Washington, D. C. Elected May 24-26, 1892, at San Francisco, Calif.

Ninth President—Walter Williams, Dean of School of Journalism, State University, Columbia, Mo. Elected May 16-20, 1893, at Chicago, Ill.

Tenth President—A. O. Bunnell, Advertiser, Dansville, N. Y. Elected July 2-6, 1894, at Asbury Park, N. J.

Eleventh President—R. H. Thomas (deceased), Farmers' Friend, Mechanicsburg, Pa. Elected January 22-26, 1896, at St .Augustine, Fla.

Twelfth President—Louis Holtman, Jeffersonian, Shelbyville, Ind. Elected February, 1897, at Galveston, Texas.

Thirteenth President—Joseph B. MacCabe, Argus, East Boston, Mass. Elected September 5-9, 1898, at Denver, Colo.

Fourteenth President—R. H. Henry, Clarion-Ledger, Jackson, Miss. Elected July 5-9, 1899, at Portland, Oregon.

Fifteenth President—Matt Parrott (deceased), Reporter, Waterloo, Iowa. Elected March 1-3, 1900, at New Orleans, La.

Sixteenth President—F. B. Baillio (deceased), Review, Cleburne, Texas. Elected to Presidency upon death of Mr. Parrott.

Seventeenth President—Albert Tozier, Pacific Farmer, Portland, Oregon. Elected June 10-15, 1901, at Buffalo, N. Y.

Eighteenth President—Garry A. Willard, Herald, Boonville, N. Y. Elected April 15-18, 1902, at Hot Springs, Ark.

Nineteenth President—P. V. Collins, Agriculturist, Minneapolis, Minn. Elected July 7-10, 1903, at Omaha, Neb.

Twentieth President—W. W. Screws (deceased), Advertiser, Montgomery, Ala. Elected May 16-19, 1904, at St. Louis, Mo.

Twenty-first President—John Dymond, Sugar Planter, New Orleans, La. Elected June 7-9, 1905, at Guthrie, Okla.

Twenty-second President—John E. Junkin, Bulletin, Sterling, Kan. Elected June 13-15, 1906, at Indianapolis, Ind.

Twenty-third President—H. B. Varner, Dispatch, Lexington, N. C. Elected June 10-14, 1907, at Norfolk, Va.

Twenty-fourth President—Will H. Mayes, Bulletin, Brownwood, Texas. Elected August 17-22, 1908, at St. Paul, Minn.

Twenty-fifth President—A. N. Pomeroy, Franklin Repository, Chambersburg, Pa. Elected July 19-24, 1909, at Seattle, Wash.

Twenty-sixth President—J. P. Baumgartner, Register, Santa Anna, Calif. Elected February 11-12, 1910, at New Orleans, La. (Silver Anniversary Convention.)

Twenty-seventh President—R. E. Dowdell, Advocate, Artesian, S. D. Elected July, 1911, Detroit, Mich.

Twenty-eighth President—A. D. Moffet (deceased), Daily Record, Elwood, Ind. Elected July, 1912, Chicago, Illinois.

Twenty-ninth President—J. Clyde Oswald, American Printer, New York City N. Y. Elected Colorado Springs, Colo., July, 1913.

Thirtieth President—George E. Hosmer, Herald, Ft. Morgan, Colo. Elected May 25, 1914, at Houston, Texas.

Thirty-first President—Lee J. Rountree, Commercial Georgetown, Texas. Elected June 30, 1915, at Los Angeles, Calif.

Thirty-second President—E. H. Tomlinson, Daily Record, Morristown, N. J. Elected July, 1916, at New York City, N. Y.

Thirty-third President—Herbert C. Hotaling, Enterprise, Mapleton, Minn. Elected July, 1917, at Minneapolis, Minn.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order.

FOR SALE—BEST PAYING WEEKLY NEWSPAPER in Nebraska in town of 1,500. It will take money to buy, so don't write if you don't mean business. Failing health is only reason for selling. No competition within 35 miles. For full information address, "Good Buy," care of National Printer-Journalist.

A COLD SIMPLEX STEREOTYPING OUTFIT produces finest book and job plates, and type is not in danger of ruin by heat; also easy engraving method costing only $3.00 with materials, by which engraved plates are cast in stereo. metal from drawings on cardboard. ACME DRY-PROCESS STEREOTYPING.—A new process for fine job and book work. Matrices molded in a job press on special matrix boards. Easiest of all stereotyping processes. Catalog on receipt of two stamps. HENRY KAHRS, 240 E. 33d St., N. Y.

WASH DIRTY TYPE BY THE CASE.—Make your own washing devices—it's easy. Full instructions and constructing model postpaid, $3.00. F. P. Gaffney, Inventor, Commercial Printer, Atlanta, Ga., Central Building.

THE VAN BIBBER ROLLER CO., 426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

Your Prospective Customers

are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 6000 different national Lists, covering all classes; for instance, Farmers, Noodle Mfrs., Hardware Dlrs., Zinc Mines, etc. *This valuable Reference Book free.* Write for it.

Strengthen Your Advertising Literature

Our Analytical Advertising Counsel and Sales Promotion Service will improve both your plan and copy, thus insuring maximum profits. Submit your plans or literature for preliminary analysis and quotation—no obligation.

ROSS-GOULD
Mailing
Lists St. Louis

The Printing Art

"The Fashionplate of Printerdom"

THIS MAGAZINE is issued monthly in the intesests of printers, publishers, designers, engravers, advertising men and others. Its articles relate to the constructive phases of printing and advertising. It conveys information of real value and interest. It presents regularly the new things in type, design, colorwork, the reproductive processes, and other features of the graphic arts. The exhibits include examples from the leading publishing houses, printers and engravers, and afford the most comprehensive showing ever made of American printing and engraving. The size of The Printing Art is 9 x 12 in. It has over one hundred pages every month. The annual subscription price is $3 in advance; single copies, 30 cents. Foreign price, $5 per year, including postage. Canadian subscriptions, $3.75 per year.

SPECIAL OFFER

In order to acquaint you with The Printing Art, send 10 cts in postage and mention this advertisement and we will mail you a specimen copy.

ISSUED BY

THE UNIVERSITY PRESS

CAMBRIDGE, MASS.

Stimulating Production!

A pamphlet that tells how to apply the bonus system to print-shop work.

It is short, clear, and complete.

It will give you new ideas worth many dollars.

25c the Copy
(Postpaid)

Or we will send it free with a year's subscription to the National Printer-Journalist,—the oldest printers' magazine but the one with the newest ideas.

The National Printer-Journalist will give you more money-making information about running a printing business for profit than you can get anywhere else. It costs but $2.00 the year. Subscribe NOW.

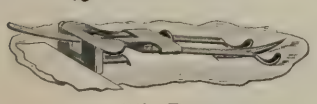
Procrastination is the thief of time and money. Write right away!

The National Printer-Journalist

A Magazine of Management and Manufacture

Chicago, U. S. A.

QUICK ON



Megill's Patent
SPRING TONGUE GAUGE PINS
$1.40 per doz. with extra tongues.

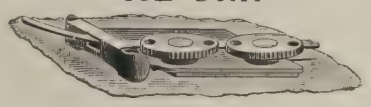
Megill's Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.

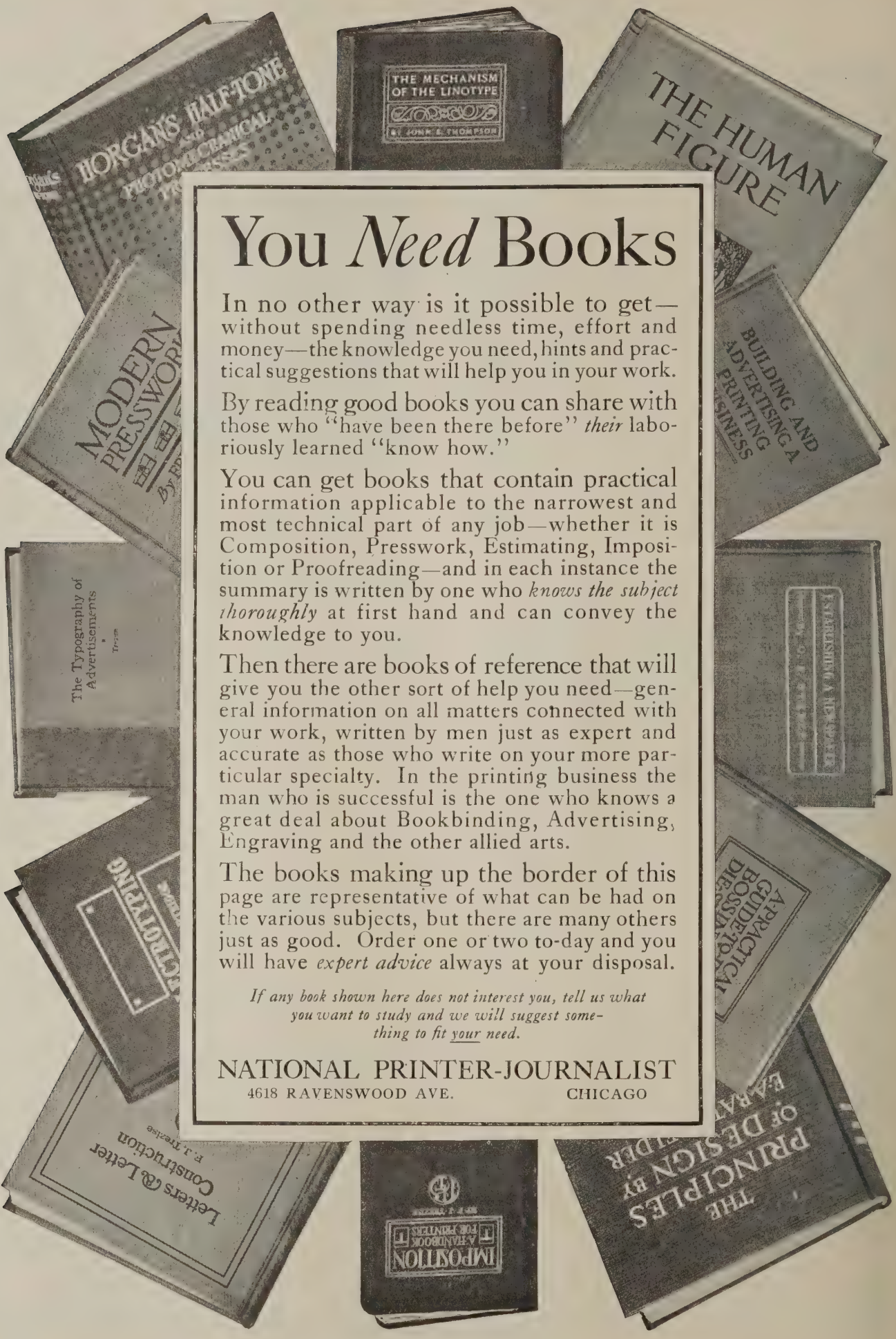
Only $4.80

E. L. MEGILL, Pat. & Mfr.
60 Duane Street, New York
From us or your dealer. Free Booklets.

VISE GRIP



Megill's Patent
DOUBLE-GRIP GAUGES
$1.50 set of 3 with extra tongues.



You *Need* Books

In no other way is it possible to get—without spending needless time, effort and money—the knowledge you need, hints and practical suggestions that will help you in your work.

By reading good books you can share with those who "have been there before" *their* laboriously learned "know how."

You can get books that contain practical information applicable to the narrowest and most technical part of any job—whether it is Composition, Presswork, Estimating, Imposition or Proofreading—and in each instance the summary is written by one who *knows the subject thoroughly* at first hand and can convey the knowledge to you.

Then there are books of reference that will give you the other sort of help you need—general information on all matters connected with your work, written by men just as expert and accurate as those who write on your more particular specialty. In the printing business the man who is successful is the one who knows a great deal about Bookbinding, Advertising, Engraving and the other allied arts.

The books making up the border of this page are representative of what can be had on the various subjects, but there are many others just as good. Order one or two to-day and you will have *expert advice* always at your disposal.

If any book shown here does not interest you, tell us what you want to study and we will suggest something to fit your need.

NATIONAL PRINTER-JOURNALIST
4618 RAVENSWOOD AVE. CHICAGO

NATIONAL PRINTER JOURNALIST

A JOURNAL for PRINTING and ALLIED TRADES

VOLUME THIRTY-SIX CHICAGO, ILLINOIS, SEPTEMBER, 1918 NUMBER NINE

"ADVERTISE!" HEAD OF GREAT STORE IN LONDON SAYS

AMERICAN TELLS HOW BIG PUBLICITY DRIVE WOKE AND WON BRITISH

By Charles N. Wheeler, London Correspondent, Chicago, Illinois, Tribune

N August 5, 1914, the day after war was declared, I increased our advertising space. From that day I have been buying all the advertising space available. I would do more advertising today if I could get the space.

"We are limited only by the limitations of the newspapers. We are taking right now every inch they will give us and at rates that would make us in the States turn somersaults and fall over backwards.

"I am paying at the rate of $1 per agate line for display space right now. I will take more space if they will give it to me—and at that rate. I probably will pay more before the war is over. But I will take all they will give.

"The first four months of this year have been the biggest four months in our history. This growth has come because we have forced it. At the beginning of this year we were the sixteenth largest house of the kind in the world. At the end of this year we will be the sixth. Within two years after the new store building is completed we will be first.

Ads Shatter Traditions

"A big factor—a very big factor—in this record has been and will continue to be newspaper advertising. We never could have broken through these traditions over here without it. We had to use all we could to break down prejudices. We made people stop, look and listen. Then the store itself did the rest.

"We now talk to millions of people every day through our advertising columns, and they believe in us, trust us, respond to that advertising quickly and continue to be our customers in all kinds of weather. The large business enterprise that is not going the limit in advertising just now is making a huge mistake.

"Now, more than at any other time, it is necessary to push the display advertising. If retrenchments appear necessary they should be made in every other department but the publicity one—the newspaper advertising one. These prices they are soaking us now for space are simply awful—but I'll take more space if they will give it to me."

American Store in London

The foregoing statement was made by Harry Gordon Selfridge. I dropped in at the Oxford Street store the other day to have a chat on business and the effect the war was having on great mercantile establishments of this character. People here refer to the Selfridge store as the "miracle store" and the "brilliant business romance."

The store has had a truly brilliant career. Mr. Selfridge achieved what all his friends and all London told him impressively was impossible—the establishing in the heart of London's great drapery district of a typical American department store of huge size. They told him—and proved it to him to their satisfaction—that he would lose every dollar he intended putting into it. They endeavored by every kind of disuasion to have him see the light and return to America before he had to borrow the price of a steerage ticket.

Advertising is Secret

Today they still marvel. They can't understand it. Perhaps if Mr. Selfridge were to answer why he fooled everybody and made himself the merchant prince of London in a few years, and had to compress his answer into one word, he might truthfully reply:

"Advertising."

That is, it was the judicious and intelligent publicity that brought the store to the people of London. His greatest task was to get in touch with the purchasing public. He found a stone wall of tradition opposing him. Innovations, particularly from America, made no appeal. Then he turned on London a searchlight of newspaper advertising that stands in the record one of the most expensive and brilliant pages in mercantile publicity.

Invests Huge Sums

He began spending money as if he had the Bank of England back of him. He realized that the London populace might not gasp in wonderment at a small advertisement extolling the merits of a silk stocking. He realized that he had to do something on a big scale, and something, above all else, that would compel attention.

He knew that Londoners have a weakness for art. The average Londoner will waste half his time going down the Strand—or improve it—stopping to view the crayons and water colors and sketches in the shop windows. A beautiful picture, an artistic drawing, a clever cartoon, will get an audience any time in old London town. So Selfridge started out to do something big in the artistic line.

He ascertained the names of the leading black and white artists of the English capital. He got in touch with the foremost artists of the day—the men who made Punch, and the Graphic, and the Illustrated News, and other great illustrated periodicals famous the world over. He got in touch with other artists. Then he set them to turning out the finest drawings they were capable of.

London "Falls"

London fell. London, though not in a hurry about it, casually dropped around Oxford way if that happened to be between any two points to be visited that day. Many, no doubt, came to scoff, but remained—to pay! Like wild turkeys following a trail of corn to a trap, they were shy and walked around a good bit before venturing in.

But once they ventured in, the old American department system scored—delivering the goods, dollar for dollar; quality, service; courteous treatment; making every word good; every line of the advertisement a solemn contract between the store and the purchaser; refunding with a smile when it was requested; no trouble to show goods; whether purchasing or not as welcome as the sunshine; a cordial welcome on every foot of the floor space; a come again smile that was on the square and not a lure; the building up of that big family spirit of mutual helpfulness, and understanding, and sympathy; and the quality of the wares that spoke most eloquently in service.

Buyers Crowd Store

Today the drawings of the artists who made London stop and look at the Selfridge ads are shown in the art stores. Copies are sent to all quarters of the world. And after confidence in the store was firmly established there was no further need of the artists. Then page advertisements of wares were all sufficient. And the more Selfridge plied his money into page ads the greater became the volume of business and the larger the Selfridge family of buyers.

There was another little stunt in applied psychology that won out big. The Selfridge wisemen realized that London couldn't get out of bed and enjoy a breakfast without the "leader" article in the morning newspapers. So Selfridge copyrighted a byline: "By Callisthenes." And Callisthenes began writing "leaders."

"Leaders" for Five Years

For five years these "leaders" have been appearing in the Evening Standard, Pall Mall Gazette, Westminster Gazette, and Globe. At the head of the column for these five years has appeared a little editor's note, reading as follows:

"Note.—This column is occupied every day by an article reflecting the policies, principles, and opinions of this house of business upon various points of public interest.

"Selfridge & Co., Ltd."

These "leaders," brilliantly written, were paid for at special advertising rates, and they were "some" rates. London will read a brilliant article on any subject, just as London will praise a poem if it is up to their standard of brilliancy, regardless of the subject treated. They will stick for form.

Rivals Finally Wake Up

Selfridge has taught London that there is nothing commonplace or unworthy in advertising and publicity. He has made it pay big, and has dignified it. He has outstripped those in the same business who frowned on the "vulgar" system of exploiting one's wares through advertising.

Now all London is trying to catch up with him—and there is little advertising space to be had by the laggards, owing to war economies. Selfridge has the cream of it.

Of present conditions Mr. Selfridge says: "The business man who fails to realize that right now—in wartime—he should drive ahead with his advertising at greater speed than ever before has overlooked a golden opportunity. At no time in the history of our business here has advertising paid such large returns as right now. My only regret is that I can't buy more space."

CRANE & CO., TOPEKA, Hold ANNUAL PICNIC

Semi-Centennial Celebration by Employes of Big Publishing House

In celebration of the semi-centennial of the organization of the big Crane & Co., publishing house of Topeka, Kansas, the employes, under the leadership of Charles L. Mitchell, secretary and general manager, held a picnic at Gage Park Thursday afternoon, August 22nd. Entertainment of two hundred persons was provided for.

According to the circular distributed to the employes of the plant, the program includes "Oscar and His 'Lulu' Band," "Charles Booth in a Daring Rope Walking Act," and a "Fat Man's Trotting Race." "Oscar and His 'Lulu' Band" refers to the press foreman, who is one of the oldest members of the Marshall Band. "Charles Booth, the Daring Rope-Walker," is tht foreman of the bindery department and an "all-round musician and trouble-brewer." The "Fat Men's Trotting Race," for which only two people are eligible, refers to one of the men in the composing-room and Mr. Mitchell. Ten other events, carrying prizes, were staged. Refreshments served by the factory's own caterers, and cars were provided to move the crowd to the park.

The swimming and athletic contests were held according to the program and Mr. Mitchell won the fat man's race even though he had to crawl to the goal. The picnic was in celebration of the fiftieth anniversary of the organization of the firm.

The Crane & Co. house was organized in 1868 with a store at Second and Kansas Avenue under the name, "George W. Crane Bookbinding Company." It has grown until now it is one of the largest printing and supply houses in the west.

* * *

TOPEKA MAN CHOSEN HEAD OF KANSAS STATE STATIONERS' ASSOCIATION

At a meeting of the Stationers of Kansas, Oklahoma and Kansas City, Mo., held in Kansas City, August 21, state organizations were formed for Kansas and Oklahoma. Charles L. Mitchell of Crane & Co., Topeka, one of the most widely known stationers in the west, was elected president of the Kansas organization to be known as the "Kansas State Stationers' Association." D. W. Collins of the Western Bank Supply Company of Oklahoma City was elected president of the Oklahoma State Stationers' Association.

"FELLOW WORKERS"

By Edgar White, *"Republican"* Macon, Mo.

IN some communities the ad solicitor is regarded as a public nuisance. This is because of a wrong system of soliciting by the papers' representatives. When you go after your local merchant like a peddler who sells soap and face powder, you put him on the defensive. He gets the idea you are talking for yourself. The fundamental point is to convince the merchant that the newspaper is his public salesman—that it gives him service he cannot do without. It is a poor system to put a traveling solicitor on the job of getting advertising for special editions and the like. No "line of talk" can convince the merchant that the main object is not to pull down the commission.

Once the merchants of a town are encouraged to work out their own advertising plans, in conference with the newspaper man, they will advertise liberally enough.

At Brookfield, Mo., the merchants and dealers have an advertising club. One bright young man from each firm is a member of that club. They meet and discuss advertising campaigns. They have successfully handled the Red Cross and other advertising. Everything of a publicity nature is systematically worked out. There are three papers in the town and the advertising is distributed fairly. There is no soliciting, no coaxing by the newspapers. The coaxing is done by the merchants to get more space. Business is good over there, and all the merchants represented in the advertising club are prosperous. Brookfield is a town of about 6,000.

Macon, Mo., is not so fortunate in having an advertising club. It has two papers, The Daily Chronicle having recently absorbed the Daily Herald. In former years the merchants had been goaded almost into a frenzy by traveling ad solicitors. The papers were themselves to blame. It got so when a newspaper man entered a store some one would say, "There comes one of those cussed pan-handlers again"; sometimes something worse.

In the Macon Republican we met the situation with quiet persistence, knowing that eventually the hostility would be overcome. We talked service, coöperation, the necessity of publicity. The purpose was to work up a feeling of mutual dependence. It came around slowly, but has not reached the point it should be. When a paper is printed in the heart of a rich agricultural and mining section it can be excused for going after advertising with persistence until the merchants are convinced of their need of it.

One of our methods is to get a few of the leading merchants together to talk over a certain advertising proposition. Let the merchants take the lead in the talk. The papers of our town boosted a Dollar Day sale recently, and made June the banner advertising month of the year because of it. Had the solicitor of the two papers gone around town independently and talked the matter up the would have received scant encouragement. But they called some of the merchants together, presented the idea, showed specimens of the cuts to be used and then let the dealers fixe the date and work out the plan. There were only five merchants at the meeting, but with their endorsement of the Dollar Day program it was no trick at all to get twenty-one good concerns to sign up as parties to the plan. We run first a display page announcing the Dollar Day sales. This was signed by each of the firms, and paid for as an advertisement. Next week they came in with their individual ads. It was no trouble to get them that week. They had signed an agreement to go in, and naturally they stood by it. It took four extra pages to carry the advertising, and business was livened up considerably.

I've heard newspaper men say they wouldn't print items about the families of men who didn't advertise—personals, marriages, deaths and the like. That's wrong, and eventually recoils on the paper. A newspaper should never display a personal grouch. It owes its readers the duty to print the news. If Smith or Jones is obsessed with the idea that newspaper advertising doesn't help their business their fate can be trusted to "the mills of the gods." They will eventually pay the price of the laggard.

I have read with a great deal of interest many plans for increasing advertising, and have tried everything that looked good. But I believe the real answer is to get the merchant around to a way of thinking that the paper is his business partner, and that it is worth a great deal more to him than he pays into the printshop treasury.

Touching the matter of newspaper advertising in war times, H. J. Blanton, editor of the Monroe County Appeal, who was awarded the Missouri Press cup for doing the most constructive war work personally and with his paper, prints this significant editorial:

"You are right, Bildad, it would be very interesting to know how many thousands of dollars

were represented by the space Missouri newspapers have given freely to patriotic activities during the last twelve months. A more interesting set of figures, however, would be those showing how many merchants had met their Red Cross and Y. M. C. A. payments with money saved by boycotting the press. The time has come when business men should awaken to their responsibilities along this line. If they have substitutes for wheat or meat it is their patriotic duty to conduct campaigns of education, instructing the public in ways for their use. If they have implements or articles that would save labor and make for increased production, they are shirkers if they keep the matter from the public. If they have merchandise the people could use to advantage in lieu of commodities that have become prohibitive in price, thy do very wrong to make no mention of the matter. If they carry articles that would promote the dairy interests, the live stock interests, the poultry interests or take some of the burdens from those who toil in the kitchen or field, they are derelict in their duty if they abstain from giving publicity to such facts. In view of the fact that newspapers are an absolutely necessity to the Government at this time, and the further fact that newspapers by the dozens and scores are perishing because merchants are withdrawing from their advertising columns, the Government is either going to be forced to pay for the publicity it now gets free or else must educate the business world up to a sense of its responsibility to coöperate with local newspapers in a business way."

There may be something to the Appeals complaint, but we believe most of the trouble could be obviated by a little convention of merchants and newspaper men, where they could have a little heart-to-heart talk over the situation. The merchant can't get along without the press, and the press can't get along without the merchant. Their interests are almost identical.

STRAIGHT TALK ON THE SMALL-TOWN NEWSPAPER

By F. Roger Miller, Editor *"The Republican,"* Morristown, Tennessee

ONE little sentence often misconstrued, much abused, and seldom grasped in the fullness of its meaning, but coming more and more into popularity in the ranks of American men and women who live, work, fight under the banner of today, is: "I SERVE."

And these six letters tell THE WHOLE STORY OF NEWSPAPER SUCCESS, as it tells the story of successful achievement in every other line of useful human endeavor.

SERVICE to the community, to state and nation. A thankless job it may be sometimes, but the mission of the newspaper nevertheless, and the newspaper that fails to do everything in its power for THE IMPROVEMENT AND DEVELOPMENT OF THE COMMUNITY IN WHICH IT CIRCULATES has failed in its mission and has NO EXCUSE FOR EXISTENCE.

Service to the Community

SERVICE to the public is producing with each issue the best NEWSPAPER of which the staff is capable, constantly striving to make each issue better than the last; exposing rottenness, corruption, political intrigue, and inefficiency; continually pointing the way to bigger and better things in the affairs of the community; and just now, printing the TRUTH concerning the war, exposing disloyalty and profiteering, featuring every possible appeal to patriotism and united support of the Government.

SERVICE to advertisers—and right here the largest number have failed. Many newspapers there are who fulfill to the letter the first two, but have little if any CONCEPTION of the third. And this, to my mind, explains why so many so-called country newspapers do not prosper; why so many newspapermen drag through an existence of unending and unrewarded drudgery, and why hundreds of small towns and cities FAIL TO DEVELOP AS RETAIL CENTERS OF IMPORTANCE.

Service to Your Local Advertisers

SERVICE TO ADVERTISERS MEANS MORE THAN CIRCULATION, THE SALE OF SPACE, OR THE MECHANICAL OPERATION OF FILLING THE ADVERTISER'S COPY ORDER. IT COMPRISES ALL THREE, AND MORE.

SERVICE in circulation means the biggest and best possible circulation in the trade territory covered by the newspaper, and it is more important that your circulation be the BEST than that it be the BIGGEST. To illustrate the point, an advertising specialist representing a large retail advertiser investigated the circulation of a certain medium of large claims. It developed from this investigation that only 28% of the subscribers listed by that publication could be regarded as good prospective customers of his client. Another medium of smaller circulation was able to show 94% effective circulation in the local field, or more than three times the number of people who were actually good buyers.

Seek Permanent Circulation

It is an easy matter to get circulation. Any sort of publication can build up a large list of people who "take the paper." It is an entirely different matter to carefully and systematically build a PERMANENT CIRCULATION confined exclusively to the people who are good cash buyers or listed as "A1" by the credit bureau; who subscribe for the paper, pay for it, read it. The newspaper honestly endeavoring to render 100% service, will give just as much attention to QUALITY as to quantity.

SERVICE "in the shop" includes several things. Probably the most important is that of position. In an exchange I have just been reading I find the advertisement of a live stock sale on the society page! Under it was another of fertilizer, and under that a men's clothing ad. On the farm page there are: a druggist's ad for toilet preparations, a corset ad, three patent

medicine "readers" and an undertaker's card! All of these advertisers will receive some indirect benefit from this medium in the form of general publicity, but certainly not the maximum results that might have been expected if their ads had been placed in positions NEAREST THE READING MATTER OF MOST INTEREST TO THE PROSPECTIVE BUYERS IN THE VARIOUS LINES.

Practical Help That You Can Give

Too few newspapers give best possible display to every bit of advertising copy; too few endeavor to bring out as effectively as possible the important items in each ad, to play up the "catch lines."

SERVICE from the office also includes several things, and most important here are: Most intimate possible knowledge of EVERY RETAIL LINE, the needs and opportunities of every retail advertiser; TIMELY AND PRACTICAL SUGGESTIONS TO LOCAL ADVERTISERS CONCERNING THE PREPARATION OF COPY, cashing in on special events, CONNECTING-UP WITH NATIONAL ADVERTISING CAMPAIGNS, LOCALIZING NATIONAL ADVERTISING OF STANDARD PRODUCTS, and for speeding up "slow sale" lines; developing a spirit of cordial co-operation between merchant, manufacturer and publisher.

SERVICE is the merchandise the modern newspaper delivers at wholesale and retail. The publisher who offers any sort of substitute wastes his own time and labor and the money of his patrons.

How Local Papers Are Helping to Conserve Food

Literally millions of dollars' worth of space has gladly been donated to Uncle Sam by the small-town press in boosting Liberty Bonds, Red Cross, Thrift Stamps and FOOD CONSERVATION. This is REAL PATRIOTISM.

We just happened to see in the Warsaw (Ill.) Bulletin and Warrenton (Mo.) Banner an announcement headed "Face the Facts," 9½ inches by 2 columns. This urges the use of corn as food. Hundreds of other exchanges are running the same, gratis.

It's good, strong Government copy. It ends thus:

Corn's Infinite Variety—How much do you know about corn? About how good it is? About the many delicious ways of cooking it? And what you miss by not knowing more about it? Here are a few of its uses. There are at least fifty ways to use cornmeal to make good dishes for dinner, supper, lunch or breakfast. Here are some suggestions:

The suggested dishes are then given and the reader is urged to write to the Department of Agriculture for free bulletin on "Cornmeal as a Food and Ways of Using It."

We congratulate all publishers who are generously doing this real war service.

Those "Just-as-Goods"

None of the "Just-as-goods" appear until some pioneer has convinced the public and "made" the market, says Campbell's Soups Optimist.

Advertising produces volume of sales, and volume means low manufacturing and sales costs and, in consequence, a low, even and steady price to the consumer.

This is true of all merchandise. And the buyer's safety lies in specifying the brand whose excellence and whose advertising created the market and the price.

CONFIDENCE AND CO-OPERATION IN BUSINESS

By C. L. Mitchell of Crane & Company, Topeka, Kansas

MOST people have heard the story of the colored preacher who prided himself on his ability to preach an elaborate sermon on a single word—that word to be furnished him by some member of his congregation just before the church service. You will remember how a fellow preacher thought he would get one on him by suggesting the word "pill," and you will remember how he started out his sermon by saying:

"There are many kinds of pills in the world—Beachem's Pills, Lydia Pinkham's Pills for Pale People, Carter's Little Liver Pills, but to my way of thinking the best pill in all the world is the 'Gos-pil.'"

We have all found it impossible to get away from the truths presented to us in God's Holy Book—the Bible. We are fast learning that the foundation principle in successful business lies in that "Gos-pil" truth, "Do ye unto others as ye would that they should do unto you."

Never in the history of the world were the business men thinking as much about the Golden Rule as they are right this minute.

Confidence and Co-operation are but the natural results of the application of the Golden Rule.

"Coöperation" is now not only the sensible, practical idea in the business world, but it is getting to be the fashionable idea, too. It is not an idealistic dream of altruism, for the bitter experience of operating under the slogan, "Competition is the Life of Trade," has taught the business man of today that even the most intelligent form of selfishness lies in coöperation; and hence unrestrained competition has been gradually displaced by coöperative competition. As men have learned to emphasize their animal nature less and their spiritual nature more, coöperation has increased. Whether the human being will ever reach that ideal stage where all competition has been eliminated is not material to our discussion right at this time, but as business men we must at least realize the trend toward coöperation and act accordingly.

EXPERIENCE has taught us that the law of action and reaction applies just as truly to human relations as it does to physics and chemistry. If a business man is suspicious and jealous of his competitors, they will be suspicious and jealous of him. A hard employer gets hard employes, and gets just about the same treatment that he gives. In the selling of goods, price-cutting breeds price-cutting—unfair competition reacts in unfair competition. Is it not just as logical to believe that confidence reacts in confidence—that frankness reacts frankness—fairness reacts fairness? Is it not the ever-increasing appreciation of this truth that has led to the acceptance of coöperation methods and organization?

Men have learned from many a fierce struggle that they have many common interests with their competitors and with their employes. They have learned that they can not gain permanent profits at the expense of their competitors. Men of the gambler type have always

tried by smart tricks to gain something for nothing, but sooner or later they must pay the price. The law of action and reaction still applies.

Did you ever know of a gambler who wound up his career with real profit to his credit? Do you remember reading Emerson's Essay on Compensation—that beautifully constructed paragraph:

"Every sweet has its sour—for everything you gain you lose something—for every benefit received a tax is levied—always pay, for first or last you must pay your entire debt."

That paragraph has a whole sermon stored up in it.

The officers of the National Association of Stationers and Manufacturers have been studying this problem of "Confidence and Coöperation" from a theoretical as well as a practical point of view. They realize that it has become as much a test of intelligence as a morale, whether a business man is to remain a pirate, a cutthroat, a gambler, or whether he is to become a cooperative man, who recognizes a common ground on which his own interests will suffer if those of his competitor are hurt. It is the absolute lack of knowledge of the cost of doing business that has been the cause for much of that which has appeared as price-cutting, and has been the cause of the feeling of dissatisfaction, distrust and disloyalty among the stationery and office supply fraternity.

In a practical way the National Association Catalog Commission have worked out and are working out some of the very vital problems. The matter of ascertaining the fair and just price at which a merchandise should be sold is being studied in a constructive way, and in a way that we believe has not done violation either to the spirit or letter of law prohibiting price-fixing or price combinations.

Much of the unkindly feeling among the stationers came from the pernicious practice of preferencial discount, which was based upon unfair competition, rather than on the fair and perfectly proper quantity basis, and through the efforts of the National Association, I think we can safely say the death-knell of this practice has been sounded.

It must be remembered that the work of revolutionizing the practices of the past decade can not be brought about in a minute, an hour, a day, a week, a month or a year. It is going to take a period of years to accomplish it, for it means the alignment of the mental attitude—it means the revolutionizing and reorganizing of customs and practices that have existed for at least a generation.

The National Catalog Commission can study out these problems and publish the suggested price list, but there is another equally important part of this program that must be developed, and that is coöperation between the dealers themselves—between the dealers and the source of supply. As Chairman of the Membership Committee of the National Association of Stationery and Manufacturers, which committee has been and is working on a mailing list of over 8,000 stationers in the United States, it is very gratifying to receive the many expressions from all over the United States, expressing a desire for coöperation to the fullest extent. This proves that there is the WILL to Coöperate—the WAY will be the result of intelligent study on the part of the retailers, the manufacturers and the jobbers. It is just as essential that the retailers coöperate with the jobbers and with the manufacturers as it is that they coöperate among themselves. For the past two years the writer has had the privilege of being the Chairman of the Hardware and Glassware Committee of the National Association, and in that capacity had the privilege of adjusting many differences between retailers and jobbers, retailers and manufacturers, and never in a single instance did the writer find other than that the manufacturer and jobber were more than anxious to deal fairly with the retailers, in fact, in every single instance where differences came up, the manufacturer and jobbers were willing to go more than fifty-fifty to adjust differences.

Whatever evil has existed in our line of business can be remedied by the application of the Golden Rule in business dealings between the dealer and the manufacturer—every time! The manufacturer must see the dealer's point of view and appreciate his mental attitude, and the dealer must see the manufacturer's point of view and appreciate his mental attitude. Much of the good in the stationery and office supply business has been accomplished through local organizations, as most of the good accomplished in straightening out differences can only be done through personal interviews, for in working out of the individual application of these problems of Confidence and Coöperation there is often much of a personal, confidential nature that will never be put in writing, and it requires personal interviews on the part of the proper officers of the local organizations to adjust these differences. How often it has been found that differences which seemed as large as Pike's Peak have dwindled to the size of a mound over a "dead issue" when the difference has been analyzed "face to face," "man to man." The seed of dissatisfaction and disloyalty, when once planted, seems to grow with a more rapid growth than any other kind of seed known, and it is up to all of us to be very careful and select in picking out the seed that we are going to plant. . . .

By actual knowing what it costs us to do business and adding to the cost of the raw material and cost of doing business that which is a legitimate percentage of profit, we, ourselves, have a better feeling than we did before in knowing that we are making a profit on everything we sell, and at the same time knowing that we are not "gouging the public" nor charging prices which are unfair in any sense of the word.

If your life has been made miserable by an accusing conscience when you went home at night, realizing that that day you had gained an advantage over your competitor, not through merit, but through an underhanded trick, your life is going to be more worth the living in the underhand tricks are cut out. Perhaps you have no conscience, and went home and brazenly told your wife of the smart trick you played on your competitor during the day. Your wife, having had experience with your overbearing manner and your telling her that "business is business," would say nothing, but deep in your heart would not consider your trick smart at all—would earnestly hope that your boy or your daughter would not hear the recital of your sharpness, for she would not want them to adopt such principles as their own.

If we will all of us strive day by day to live just a little closer to the application of the Golde Rule, our lives are going to be much happier—our appreciation of our competitors keener—our profits more—our lives more worth the living.

We are all of us just human, and let us strive to be just as human as we know how to be. At all times bear in mind those two words—"CONFIDENCE—CO-OPERATION."

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

WHAT is more disgusting to the printer of fastidious taste than the sight of a cluttered, untidy printing office? A statement of truth which may somewhat surprise the keepers of such premises is, that a condition of this kind is not at all necessary or inevitable because of the nature of the business.

Contrary to common opinion, I maintain that printing is not naturally so nasty a vocation that it must necessarily be carried on in dirty and disarrayed quarters.

Years ago, as a small boy, with the bee of the "black art" already "buzzing in my bonnet," I remember reading in The Youth's Companion an article in which the advice was offered, that, while amateur printing was highly educative and beneficial, no boy should undertake it who was averse to dirt, because of the soiled hands unavoidably resulting from, not type-setting alone, but more especially from cleansing the type and press's rollers.

While this is undeniably true, I nevertheless contend that, by exercising moderate care, a printer, and even a pressman, can keep his person quite as neat, clean and presentable as that of men in some other callings popularly deemed much cleaner.

One must admit that the ordinary newspaper office is a place which is prone to become unclean, and therefore unsanitary, if proper precaution is not taken to prevent it. There is a great deal of ink, oil and grease about a press, and the jarring of the machinery disturbs particles of dust stetled in the cracks of the floor, and elsewhere, causing them to rise and circulate about the room; and even the natural wear of movable type is responsible for a dust supposed to be most deadly when inhaled, hence the necessity for vigilance in the matter of cleanliness. In some European countries, as a measure of health, the regular scrubbing of printing office is made compulsory by law.

Type-setting by hand need not be so dirty an occupation as it often is, if the type is well and thoroughly washed and rinsed, and the cases regularly cleared of dust accumulations by means of a small hand bellows. This "blowing out" of cases, of course, should be done in the open air when the cases are well "set out," as we say. A good compositor is always particular about the washing and rinsing of his type, and no less punctilious in seeing that his cases are clean in both senses of the term.

All the machinery of a press should occasionally be wiped clean with cloth or waste, and receptacles provided for both the used and unused cloths or waste. The receptacle for the latter, however, ought to be frequently emptied, as insurance men maintain spontaneous combustion sometimes results from these oil-soaked cloths, or bunches of waste, if allowed to lie until they become packed and heated.

The floors of every printing office should be frequently scrubbed and every printing office likewise should be provided with an ample number of wastepaper baskets. Such a convenience is not any more essential for the editorial room than for the composing room, and, more particularly, the press-room.

There is no acceptable excuse for much of the filth and confusion prevalent in many newspaper offices, although excuses galore are offered. The existence of such a condition denotes, on the part of the proprietor and those under him, one or all of the following faults: (1) Lack of executive ability; (2) Want of interest in the calling; (3) Absence of system; (4) Carelessness, and (5) Shiftlessness or laziness.

Order, that "first law of heaven," is also a good first law for printing offices; and its adoption and stirct enforcement make such establishments vastly more heaven-like. "Cleanliness is next to godliness," and in the printer's lexicon, I don't mind placing the former above the latter.

However frequently it is offered as such, poverty is no legitimate excuse for dirt and disorder, notwithstanding the frequency with which these unhappy conditions are found associated. Roll-top desks, closed type-, stock- and cut-cabi-

nets, etc., while forming a most desirable part of the equipment of an up-to-date printery, and an admitted aid in keeping the place in a neat and clean condition, are nevertheless not absolutely necessary in the attainment and maintenance of that ideal state.

The humblest and most quaintly equipped of printeries can be as chaste and orderly as one of the most elaborate and modern.

The excuse most commonly offered for dirt and disorder in printing offices, I find, is lack of time for cleaning, but I think it is really more often disinclination rather than actual lack of time.

A cost-finding system, more than anything else, will make time for this very essential part of the business of printing. Such a system forces upon workmen, and proprietors, too, a new realization of the value—the valuableness of time—yet, by virtue of the system thus inaugurated, time is conserved; and the allotment of moments here and there throuoghout the day is possible for the accomplishment of little odd jobs, such as scrubbing, dusting, and putting things in order.

Enough time is thoughtlessly wasted in practically all habitually disheveled printing offices (ninety per cent of which, I venture, are shops without cost systems) to keep them in an ideal, perennial state of tidiness.

I want to say, before I've consumed all the space at my command, that that compositor or pressman who hasn't a place for everything, in the way of tools and materials, and who does not return everything to its proper place at the first practical opportunity after he is through with it, has only partially learned his trade; and, while true enough, it may be an office-boy's job—or the "devil's," if you please—no employe should become too proud to willingly and gladly do his part toward keeping the shop in which he works neat and orderly.

As a matter of fact, such should be every master workman's pleasure, for the joy of laboring in a place where everything shines with cleanliness, and is put away with precision, fully pays the pangs of sweeping, scrubbing and straightening up. Such a work shop, too, has a subtle influence, which unconsciously soothes and inspires an artisan, whereas a room of the reverse state, one wherein filth and chaos reign, similarly depresses and irritates.

Years ago, when the printer was looked upon as a sort of necessary parasite upon the community—an object of public charity, as it were—and his business popularly valued only for its gifts of pleasure and publicity, there may have been some reason for shiftlessness and carelessness in the printer's methods of shop-keeping. But, happily, that day is gone, and the printer has at last come into his own, with his calling publicly recognized as one of the most honorable, legitimate and essential among the various vocations of men; hence, it is high time he put his house in order consisent with his well-earned position in modern society.

June 28, 1918.

Mr. O. Byron Copper, National Printer-Journalist,
De Soto, Wis.

Dear Mr. Copper:

I am sending you herewith a few samples of job printing from the Telescope office, for your criticism.

The Telescope recently acquired a number of old established local papers in its territory, and they are all now being printed from the central office of publication—Belleville. I maintain local representatives in each field, who handle the news and solicit the advertising and job printing upon a commission basis.

We handle the printing of these outside papers in a systematic way, so it takes just one day's time of our plant to produce the entire list—and yet each paper covers distinct and exclusive local news from its field; in addition we give all a certain country-wide service instead of the ordinary method of carrying a patent or plate matter. We develop certain general advertising which we sell through the entire list of papers, as you will note.

I am sending you under separate cover a few copies of these outside papers for your perusal.

I am sending you, also, under separate cover late copies of the Belleville Telescope for your cirticism, typographically and otherwise.

If you can see your way clear to reproduce one of the first pages, would like to have you select one which has the uniform head system we use. Possibly you might find an advertisement worthy of reproduction.

Yours sincerely,
N. G. NEELEY.

A novel system of newspaper economy by centralized publication is that described in the foregoing letter. The various papers printed in the Belleville office, beside the Telescope itself, are The Narka News, The Hubbell Standard, The Mahaska Leader and The Agenda Times. As might be anticipated, these papers are remarkable for their lack of individuality, all partaking more or less of that of the parent sheet, the Telescope. However, an effort is in evidence to make each sheet representative of its own locality, and, withal, each specimen is a creditable product, well gotten up, clean and readable. The Telescope deserves praise in practically every feature. Few six-column quartos contain a finer array of reading matter few are more neatly and carefully printed, and not many are better supported by advertisers or give their advertisers better service. There is but one feature in this otherwise fine publication anent which I can take exception and suggest improvement, and that is the system of scattering the displayed advertisements to the four corners of the pages, instead of arranging them neatly and systematically to the right-hand side of each page, according to the method so frequently outlined in these columns. As hinted, the advertisment composition in the Telescope is very pleasing in point of composition, the secrets of which are the compositor's adherence to plans of simplicity and the constant reservation of deep margins of white. One of the Telescope's chaste front pages is shown herewith as Exhibit 1, while Exhibit 2 is one of the pleasing advertisements. The fault in the latter is the variety of type faces employed, some of which are inharmonious, and the manner and style in which the prices ar set. This line should have been simplified to "$12 and $15," merely, in type of the series which predominates.

A most excellent American newspaper is this Washington Standard, emanating from Olympia, Washington, and in its fifty-eighth year of publication. It claims to be the "oldest newspaper in the state." The fine front page appears as the third exhibit in this instalment, and reveals much of the excellence, intimated. The reader should note the uniformity of typography and the perfect symmetry achieved in the mechanical makeup. The thorough news-service is no less commendable than the editorial column, in which the editor voices some strictly sensible and patriotic sentiment. Eagle Freshwater is this editor's name—a most striking and poetical cognomen. It causes one to wonder if the owner of it be not one of the native Americans which modern education and civilization have redeemed for this country, and particularly for the Great Northwest, where, still partial to the haunts of their ancestors, they are more

THE BELLEVILLE TELESCOPE

AND BELLEVILLE FREEMAN

SOLDIERS MUST GO TO WAR

DEATHS

THIS COUNTY OVER TOP

GIRLS DROWN IN CREEK

MARRIAGES

CYCLONES DO DAMAGE

GRADES GIVE MAY POLE

EXHIBIT 1

frequently met with. However, one cannot tell much from a name; I once knew a Norwegian farmer with the sweet appellation of "Rose-in-water," although he did not spell it quite that way. Very good in print and composition, too, is this Washington Standard. Here in Exhibit 4 I present what strikes me as an advertisement of the first class. I hope the reproduction is such that the text can be made out, for it is more what this advertisement says, than how it looks—and that's good enough—that's remarkable. A second striking specimen is this Gottfeld advertisement (Exhibit 5).

* * *

The "Patriotic Edition" of the Faribault Register, Blue Earth, Minn., issued last Memorial Day, was both a highly creditable and a highly commendable thing. Its appropriateness is so evident that the only wonder is these patriotic editions were not more common. The front cover, home-printed, consisted of a blue and white border surrounding the title, a two-color American flag and a bit of patriotic verse, and on the back of which, in addition to reading matter, appeared Blue Earth's service flag in natural colors, and the list of names of the one hundred and eight local young men in the service up to the date of printing. The special matter for this twenty-two page edition comprised much that was appropriately patriotic, of course, not overlooking Editor Palmer's own paragraphs, either, all of which

EXHIBIT 2

Washington Standard

THREE GROUPS JOIN ARMY NEXT WEEK

ARRANGE PLANS FOR NATIONAL WAR SAVINGS DAY HERE

START WORK ON NEW $200,000 HOTEL HERE

GOOD ROADS CLUB ELECTS DIRECTORS

SPREAD FALSE STORY ABOUT LOCAL BANKER

CHAUTAUQUA COMES HERE JULY 13 TO 19

CONSOLIDATION FINALLY WINS AT INDEPENDENCE

PRESIDENT WILL PROBE WALLA WALLA AFFAIR

GOVERNOR DESIGNATES WAR SAVINGS DAY

EXHIBIT 3

pulsated with the right spirit. The pages of the Register are the monster sort—eight columns—so one can make a fair estimate of what a ponderous edition this was. Advertisers patronized the project liberally, and without fear of exaggeration, I can attest that never were better results achieved in composition. Practically none of these advertisements should be excluded from reproduction here, but space precludes the showing of more than these six—Exhibits 6, 7, 8, 9, 10, and 11. Time spent in a study of these specimens is time well spent for the young printer who wishes to improve his style.

EXHIBIT 4

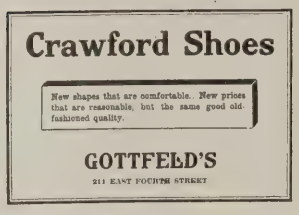

Crawford Shoes
New shapes that are comfortable. New prices that are reasonable, but the same good old-fashioned quality.
GOTTFELD'S
211 EAST FOURTH STREET

EXHIBIT 5

EXHIBIT 6

More's Jewelry Store
Carries the best the market affords. Hamilton Watches, Domestic and Imported Bracelet Watches, DuPont Pyralin Ivory, Clark's Cut Glass, Community Silver and Moore's Fountain Pens. May we have the pleasure of showing you.
ELWIN MORE
Jeweler and Optician
BLUE EARTH, MINN.

EXHIBIT 7

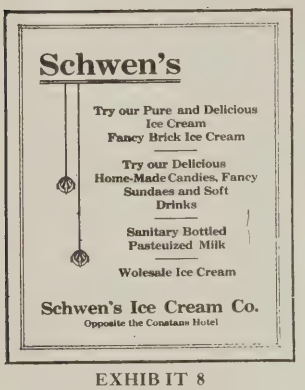

Schwen's
Try our Pure and Delicious Ice Cream
Fancy Brick Ice Cream
Try our Delicious Home-Made Candies, Fancy Sundaes and Soft Drinks
Sanitary Bottled Pasteurized Milk
Wolesale Ice Cream
Schwen's Ice Cream Co.
Opposite the Constans Hotel

EXHIBIT 8

EXHIBIT 10

THERE IS PLENTY
Of the Celebrated WHITE PEARL FLOUR always in stock at our mill and in substitutes we offer Rice, Rice Flour, Barley Flour, Corn Flour, Corn Meal and the best quality of Rolled Oats. We can also supply Choice Rye Flour.
Send Us Your Order
Blue Earth City Mill Co.

EXHIBIT 9

Only because of minor defects, mostly typographical, does the Guymon (Okla.) Democrat fail to rank high as a newspaper. First and foremost among these faults stands the erroneous makeup, which permits displayed advertisements on the front page and intersperses them here and there throughout the pages, instead of arranging them neatly and orderly to the right-hand sides of the pages, in accordance with the triangular system of makeup. No uniform style is maintained, either, for headlines. Otherwise, aside from a lack of elegance in editorial language, the Democrat is a creditable sheet, with abundant contents, a neat print, and various marks of prosperity about it.

* * *

A high-grade paper is The Colfax (Wash.) Gazette. Like most of the newspapers from this progressive state, the Gazette is strong on correct mechanical makeup, but no less, perhaps even more, particular in other matters, such, for instance as contents, editorial work and press-work. In the making up of a newspaper it is hard to say off-hand, just what is the most important feature—just what part of the making should receive closest attention—because all departments are of such utter consequence—the whole product depends so infinitely upon the perfection of each. For instance, as is generally conceded, I believe, contents is the first consideration; but of what account is a great abundance of news, if it is bungled in the setting? Or, granting that the news may be correctly reduced to type, still of what consequence to the subscriber is it, if it is not finally well impressed? And so, too, with makeup—this can also be of such standard as to render the perusal of the news much more convenient and pleasurable, as I'm sure the

EXHIBIT 11

readers of such a paper as this Colfax Gazette will admit. In this sheet not only are the advertisements properly condensed and segregated, but other portions of the contents are classified and so arranged as to facilitate reading. The copy before me must be from an edition of something of a special nature. It consists of two quarto sections, both replete with much matter of a patriotic sentiment. The editorial work is cultured and, so far as I see, everything else is just about right. The well-balanced first page of this specimen is shown as Exhibit 12, and, in order to exemplify the correct method of mechanical makeup followed, in Exhibit 13 the editorial page is also presented.

* * *

No word less superlative in significance than "excellent" could properly be employed in describing the Bureau County Republican, of Princeton, Ill., published by H. U. Bailey, of N. E. A. fame, the first page of which I am pleased to reproduce as Exhibit 14. Of course, we have all seen more symmetrical newspaper pages than this, typographically—the excellence of the Republican lies more in its contents than in features purely typographical, nothwithstanding that all of the latter, too, measure high. The home weekly presenting a greater, or a better, grist of reading matetr than this Princton sheet, isn't published. There are twelve seven-

columned pages in the copy under review, and none of them contains over two columns of advertising matter, hence the abundance of space reserved to the reader. Not least among the pleasing features of this publication is the intelligent, inspiring, patriotic editorial department. Such stuff is proof that during these days of national need, the newspaper is among the most helpful and essential instruments at Uncle Samuel's service. I am pleased to note that a proper system of makeup is maintained and the presswork is handled in a wholly satisfactory way.

* * *

A bright, wide-awake, paper is the Brighton (Colo.) Blade, the front page of which is reproduced herewith as Exhibit 15. If the practice of setting the straight matter partly solid and partly leaded were discontinued,

THE COLFAX GAZETTE

FORTY-FIRST YEAR — COLFAX, WASHINGTON, JUNE 21, 1918. — $1.50 A YEAR

MEN GATHER FROM 87 DISTRICTS

CODD IS NEW MAYOR OF COLFAX

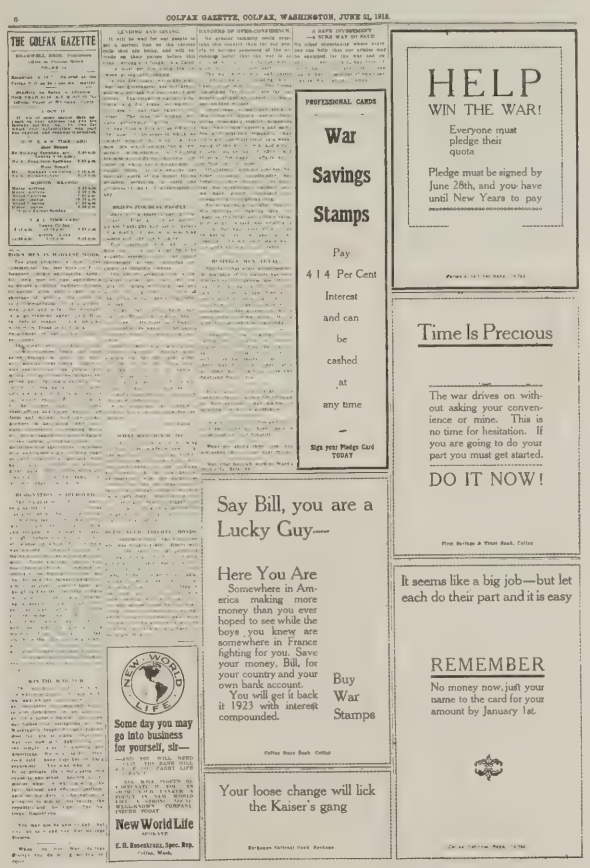
G. O. P. MEETING WELL ATTENDED

BAN LIFTED FROM BECKWITH BROS.

COUNTY CALLS FOR BOND BIDS

TWO CHANGES ON LOCAL BOARD

EXHIBIT 12



THE COLFAX GAZETTE

PROFESSIONAL CARDS

War Savings Stamps

Pay 4 1 4 Per Cent Interest and can be cashed at any time

Sign your Pledge Card TODAY

HELP WIN THE WAR!

Everyone must pledge their quota

Pledge must be signed by June 28th, and you have until New Years to pay

Time Is Precious

The war drives on without asking your convenience or mine. This is no time for hesitation. If you are going to do your part you must get started.

DO IT NOW!

Say Bill, you are a Lucky Guy—

Here You Are

Somewhere in America making more money than you ever hoped to see while the boys you knew are somewhere in France fighting for you. Save your money, Bill, for your country and your own bank account.

You will get it back it 1923 with interest compounded.

Buy War Stamps

It seems like a big job—but let each do their part and it is easy

REMEMBER

No money now, just your name to the card for your amount by January 1st.

NEW WORLD LIFE

Some day you may go into business for yourself, sir—

New World Life

Your loose change will lick the Kaiser's gang

EXHIBIT 13

the appearance of this page would, of course, be improved. The displayed advertisements seen here, I take it, were so inserted as a special favor to the Red Cross, for the benefit of which both events advertised pertain. A clean front page is doubtless the aid of this paper. Makeup of other pages, however, is scarcely "according to Hoyle," as will be seen by comparison with perfect examples referred to elsewhere in this department. The news-service is good and I commend the presence of editorials. The many advertisements of benefit to the W. S. S. campaign, contributed by various business houses, reflect a fine standard of patriotism, which is in perfect tune with the tenor of the Blade's editorial columns. The all-home-print system and the fact that many letters from local correspondents are used, are features of this sheet which I heartily commend. They complete what I must pronounce a good home weekly.

A specimen of the chaste, conservative type, a model of modest simplicity, is the Clinton (Ill.) Register, the reproduced front page of which, as shown in Exhibit 16, presents a striking contrast to that of the paper reviewed in the paragraph immediately preceding. While I greatly admire such specimens of typographic spotlessness, I nevertheless prefer something a trifle more varied—something more like that exemplified in Exhibits 4 or 12. Just as that a whole columnful of reading matter, without a break in it, is never so inviting and readable as the same matter broken up into paragraphs and interspersed with sub-captions, so the page unbroken by head or cut, however immaculate in aspect, palls rather than invites the reader. The Register seems somewhow to lack snap and vigor throughout its entire eight pages. Notwithstanding the excellent news-service offered, including a commendably well-filled page of "County News Letters," this specimen lacks what modern literators refer to as "punch." If asked to prescribe, I would suggest the innovation of an editorial department, filled with crisp, sparkling paragraphs on topics timely and of interest to local readers. This is a sure cure for insipidness in home newspapers.

* * *

Doubtless, just as the editor intended it should be, the most remarkable feature of this copy of the Newark (Ark.) Journal is a head story recounting the visit of the National Editorial Association to Newark last June 13, and how the distinguished quill-drivers were banqueted at breakfast by the ladies of the little Arkansas city. The story is pretty well gotten up and happy in its humorous trend, and presented, as visible in the reproduction (Exhibit 17) in the paper's most conspicu-

Bureau County Republican

PART ONE PAGES 1 to 8

VOL. 71 PRINCETON, ILLINOIS, JUNE 20, 1918 NO. 25

NEXT CONTINGENT ORDERED TO CAMP GRANT ON MONDAY

One Hundred Four Princeton Boys Will Depart Early Monday Morning

JULY CALL CANCELLED

FAREWELL SPECIAL

Sunday, June 23

YELLOW PAINTING AT WYANET STIRS CITIZENS' ANGER

HAYES SALESMEN PAY VISIT TO PRINCETON

PETITION LOWDEN TO DROP ECKERT FROM DISTRICT BOARD

MAYOR OFFERS REWARD

FILE MANDAMUS SUIT IN GALT HIGHWAY CASE

PIO PEARCEY APPEARS IN PINCH HITTER ROLE

CONDUCT IS CRITICISED

SPEAKS AT PRINCETON

AMERICA MUST CRUSH THE FOE, McCORMICK SAYS

CALLED FOR SPECIAL SERVICE IN THE ARMY

NO CHANGE IN FREIGHT RATES, FISHER STATES

DISORDERLY RESORT AT PRINCETON RAIDED

PRINCETON BANK WILL CLEAN UP CUSTOMERS

STRUCK BY INTERURBAN AT DEPOT CROSSING

FORD RUNS DOWN MOTOR TRUCK, INJURES RIDER

PROMINENT KEWANEE MAN DIES OF WOUND

NO DEFECTIVE BABES FOUND IN PRINCETON

EXHIBIT 14

Issued Semi-Weekly on Tuesday and Thursday

The Brighton Blade

If It Happens in Adams County You Read it in the Blade

VOLUME XV BRIGHTON, ADAMS COUNTY, COLORADO, THURSDAY, JUNE 20, 1918 NO. 1

CHAUTAUQUA TENT UP FOR 3-DAY FROLIC

CLASS REFUSES TO ORDER TOWN BONDS DELIVERED

CACTUS RIDGE SELLS $9000 SCHOOL BONDS

MAX O. WITHERBEE WRITES FROM FRANCE

SIMPSON YOUNG MEN FINED AND JAILED

Join Co-operators Club To Keep Standard Up

AUCTION SALE

For the Welfare Branch of the Red Cross

Saturday, June 29

CLINE SCHOOL HOUSE

Cafeteria Supper and Dance in the evening

All neighboring communities invited to join

Big Dance and Picnic

BOX ELDER, JULY 4th

New Grange Hall

EXHIBIT 15

CLINTON REGISTER

VOLUME LII CLINTON, ILLINOIS FRIDAY, JUNE 14 1918 NUMBER 13

ANOTHER COMRADE IS MUSTERED OUT

A LITTLE CITY WITH A BIG POPULATION

THE TOTAL ECLIPSE OF THE ORB OF DAY

BY ONE WHO DIDN'T SEE IT

EXHIBIT 16

THE NEWARK JOURNAL

$1 Per Annum Newark, Independence County, Arkansas, Thursday, June 13, 1918 Vol. 13, No. 11

NEWARK ENTERTAINS NATIONAL EDITORIAL ASSOCIATION WITH EARLY MORNING BREAKFAST

PROCEEDINGS OF CHANCERY COURT

FAIL IN ATTEMPT TO ROB BIGELOW BANK

SALINE COUNTY DRAFT REGISTERS ARRESTED

Do your Duty

The Man with Money has his family protected with money in the Bank.

Doesn't it make you "sweat blood" to think what would become of those you love, and who are dependent upon you, should you die penniless?

That does not happen to the man with money. He has done his duty. He saves his money and puts it in the Bank where it is safe from fire, burglars or his own extravagance.

Put YOUR money in OUR bank.

FIRST NATIONAL BANK

NEWARK, ARKANSAS

IF YOU WANT A

Real Good Buggy

AND A SET OF

Extra Good Harness

GET THEM FROM

C. W. Maxfield Co

BATESVILLE, ARKANSAS

EXHIBIT 17

ous position, as such a real scoop should be. The Journal is well printed, with good readable type faces and creditable contents. The compositor knows how to set a good advertisement, too, as witness Exhibit 18.

Have You Gotten Your Copy of the New

INDEPENDENCE COUNTY MAP

?

A combination State and County Map on which all of the important county and state roads are shown. All the new townships are shown and section, township and range lines are correctly given making it easy to locate any piece of land in Independence County. The map of Arkansas is the latest issued and contains the latest official census of every town in the state which, alone, is worth the price of the map.

If You Haven't Done So You Had Better Get Your Copy Today—There are Not Many Left—Do It Now

We will send you a copy of the map postpaid for $1.50. Or Better Still, For $2.00 we will send you a copy of the map and The Newark Journal for one year. Act today!!!!

THE NEWARK JOURNAL

NEWARK, ARKANSAS

EXHIBIT 18

* * *

A greater part of the attractiveness of this De Kalb (Ind.) News front page will be lost in reproduction (Exhibit 19) inasmuch as that the original appeared in two colors—black and red, the red penetrating to the two squibs in the upper courses, the flag and the displayed advertisement. Some very good reading matter is gathered for this big weekly, (notwithstanding its interior pages are ready-printed), including a creditable column of editorials. If the home-printed pages were made up properly, with the displayed advertisements arranged in order of size at the right-hand sides, the improvement would be material. First-class presswork is in evidence and the displayed work is perhaps a little better than the average.

THE DEKALB NEWS

COUNTY WIDE WEEKLY

WILL HELP FARMERS

OHIOAN HAS BIG HOGS

TWO DIE SUDDENLY

A 3x5 FOOT FLAG FOR EVERY HOME!

All over the world the Stars and Stripes are held in reverence. This year, as never before, the Flag should be displayed

KEEP THE GLOW IN OLD GLORY

Fly a clean, fresh Flag July Fourth! The patriotic hearts of American men and women beat quicker at the sight of the Flag. Let it be a fresh, clean flag that flies from your home this Fourth of July, as Independence day means more to us now than ever

This Flag and a Year's Subscription to The DeKalb News for $1.25

If you cannot call at the office, enclose 5c extra for postage and packing, and the Flag will be sent you by return mail

Use This Flag Coupon

Description of This Fine Flag

Order Today

Don't Let This Pass

Old Glory—Long May It Wave!

Show Your Colors July Fourth

EXHIBIT 19

This (Exhibit 20) is a miniature reproduction of the initial page of an eastern daily, the Evening Journal of Huntington, W. Va. At a glance, it becomes quite evident that the Journal is not stingy of its space in the matter of devoting it to headlines. This is probably not one of the most artistic nor most conservative of newspaper pages, yet there is nice care in evidence in the eking out of details. It can at least be said that there is individuality in this page, and, having read the headlines, if as true to the text as those of the Chicago Tribune, The Kansas City Star and the New York Sun are purported to be, one has absorbed the essential part of the day's news; which isn't half bad, considering that the headlines are about all of the newspaper many busy folks get time to read, anyhow. Other pages of this sheet continue to bear out the fact that the Journal gives a good news-service, and that its columns are not

EVENING JOURNAL

AMERICAN TROOPS STOP HUN DRIVE

350 ON SUNKEN STEAMER SAVED

YANKEES, HURLED INTO AFFRAY, HELP FRENCH TURN TIDE OF BATTLE

LIFE-BOATS SHELLED BY SUBMARINE WHEN STEAMER IS WRECKED

WILSON OPPOSES MORE AGITATION ON PROHIBITION

MINE SWEEPER PICKS UP MINE OFF U.S. COAST

FAIRBANKS IS NEAR DEATH

Daniels Expresses Belief U-Boat Danger is Passed

NEW BAKERIES ARE NOT ENCOURAGED

READY TO CALL WIRERS' STRIKE

READY TO LIST YOUTHS FOR WAR

146 DIE IN AIR RAID ON COLOGNE

RAIDS MAY CLEAR MYSTERY OF SHIP

MANY KILLED IN WAR SHOP BLAST

'MASHER' PUT OUT BY ELEVATOR GIRL'S FIST

EXHIBIT 20

without the snap and punch so essential to modern literature. Beside the news pages, a syndicate magazine page is supplied, a sporting page and a pageful of cartoons. Advertising patronage is heavy, and not only is the composition well taken care of, but the ads are correctly made up, too. This is a comparatively new arrival in American newspaperdom, I see, being yet in its initial volume, with application for admission to the mails as second class matter still pending. If the present standards of excellence can be maintained, and I see no reason why they cannot, there is little doubt of the future success and growth of this enterprising sheet. The editorial page, which, in imitation of the Hearst papers, is the last one, invites special comment. The subjects selected for consideration therein are of timely character; the manner in which these subjects are handled show some power of thought, and the idioms and figures of speech employed indicate as much skill with words as facility of brain. Withal, I congratulate The Evening Journal upon the fine start it is making.

A Weekly with Fifty-six Correspondents.—By Fred A. Russell, Department of Journalism, University of Washington, Seattle.

The Banner is a weekly paper published at Hastings, Neb. It has a circulation of over 5,000, which fact warrants an attempt to analyze the paper and the reasons for its remarkable success.

Hastings is located near the center of Barry County, and is its largest town, although its population is but a scant 5,000. It is located on two railroads and is virtually without competition from other weeklies, due to the insignificance of the surrounding villages.

Of daily competition it enjoys plenty, the strong dailies of Grand Rapids being the most popular in the county. Grand Rapids, a city of 140,000 is only about thirty-five miles away; Lansing, the state capital, forty-five, and Kalamazoo, a city of 45,000, not more than thirty. The latter puts out an excellent morning paper, the only daily in the city.

This situation would logically compel the Banner to specialize on home news; to cover Barry County as completely as possible to the exclusion of news from outside. This policy has been pursued, and after a thriving existence of sixty-one years, the Banner blankets its territory. It enters more than 90 per cent of the homes in the county, missing only thirty out of the 800 homes on the rural routes radiating from Hastings.

Examination of several copies shows all home print with very little plate matter. The number of pages varies from sixteen to twenty-four, seven columns to the page. There is not a line in them without definite local interest. This is probably the outstanding feature of the paper.

One may search in vain for editorials on the trend of the war in Europe or touching whether Josephus Daniels has made good as secretary of the navy. Exchanges are not called into service to fill gaps, either. The news originates in the county for the most part; none is brought in from outside unless it has a local application.

The farmers are given more attention than is usual with rural weeklies. The two leading stories in one issue deal with the work of the Barry County Junior Extension Clubs, organized in the rural districts to further crop production, and a financial report of the County Agricultural Society. Scattered through every issue are well written feature stories of farm life in the county.

And the county correspondence! In one issue appear letters from fifty-six correspondents. This is not an unusual showing; it was merely the only issue in which the letters were counted. Probably this care in gathering every scrap of news or near-news which occurs in the county has been the biggest factor in the wonderful success of the paper.

Regarding the advertising patronage, figures speak for themselves, and emphatically. In an average 20-page issue there were 1,458 inches of display advertising, 89 inches of legals, and two columns of classified. There were no big page or double-page spreads to pad the figures, either.

For display advertising, the Banner gets from 21 to 25 cents an inch, with five cents added for composition. The classified columns bring one cent a word.

The makeup of the paper might be called slovenly by the critical. It is the slovenliness of age and assured standing in the community, however, and the subscribers do not seem to object.

No advertising is permitted on the front page, but every other page has enough. The makeup man seems to work from the four corners up and down, each corner usually being occupied. Classified advertising is concentrated but legals are scattered.

Rural correspondence is dropped in anywhere the exigencies of the make-up demand. To run it on a page or on several consecutive pages would be possible, but the publishers feel that if it is scattered a bit more people will look over each page and the chances of the ads being read are thereby increased.

For the Washington weekly publisher the significance of this Michigan success lies in the way the Eastern paper met the conditions that confronted it. Foreseeing several decades ago that Hastings would never be a large city and that the Banner would never be able to compete with the several metropolitan dailies in printing the news of the world or even of the state, the publishers laid out the course which has been steadfastly pursued to the present day, and adopted as their ideal a home weekly which would print virtually everything having any news interest whatsoever that took place within the county. By assiduously cultivating every possible source of news for many years, and keeping at it in season and out, they have built up a news gathering machine second to that of few weeklies in the country. They have made the Hastings Banner indispensable in the homes of Barry County.

WE SPEAK AMERICAN IN THE U. S. A.

By Jacob Backes

In favor of no-reservation Americanism and of a nation and world unilingualized, it is projected to secure popular, literary and official use of the word American as the name of our national language.

Today there are more reasons for improving the name of the language we speak than there were in 1776 for changing the form and name of our Government.

In 1840 the Americans who spoke our language began to outnumber those of all other peoples speaking the same language elsewhere. From our original status of statistical inferiority we have steadily ascended the scale of preponderance until now at least 70 per cent of those who speak our language are Americans; and the American percentage of the whole constantly rises.

Practically everything in, of and for France and Italy, for example, including the national language, is called, respectively, French, Italian. In the full sense of the word no people can truly be called a national people unless and until they have a national language and that national language is indicated unmistakably by the national name. Our language should therefore be called **the American language** in popular, journalistic, educational and statutory usage.

Much of the greater part of the printing, reading, writing, speaking, telegraphing, telephoning and sound-reproducing done in our language is done by Americans. The most practical and most widely circulated dictionaries of the language national in the United States are American edited and American printed books. Of the new words constantly being added to our language the majority are first used, first printed and first defined by Americans.

Most of the recent inventions and enterprises whose terminologies ennoble our language; enrich its vocabulary; make acquaintance with it ever more and more desirable on the part of the ambitious even where other languages are national; which prepare it to fulfill better its destined function as world-speech: these innovations and undertakings are of American origin or owe their greatest development and application to American industry, initiative and increase.

The slogan, We Speak American, would support the efforts of those who believe, and well, that more than one language is a superfluous luxury for a nation; that to learn to use one language well is all that can be reasonably asked of people and more than most of them ever accomplish.

It has become timely and appropriate to call the national medium of expression of our country and its dependencies the American language, if:

We are, actually and not illusorily, Americans in name and fame:

Americans are, intellectually as well as politically, free and independent—are neither dominated nor secondary;

The New World is really a new one, as much in fact as in phrase;

The millingualizing of the many-tongued foreigners within our gates is an achievement worthy and worth while, beneficial alike to them and to us;

The new name sounds well and looks well in print, and logically fits the language as no other name can do.

If throughout the world that language will be called the American language whose greatest strength is our strength, whose greatest increases have been our increases, then such expanded significance of the word American will result in the doubled use and heightened prestige of both the language and the name, here and abroad. The American name, therefore, is proposed for the language which Americans made famous.

In order that each printer and publisher who approves this proposition may easily and economically carry into effect a new and amicable Declaration of Independence, the form herewith may be printed, signed and displayed conspicuously in editorial, composing and proof-rooms:

We Speak American

Compositors, proofreaders, copywriters and stenographers are notified that the national language of the United States is on and after the date below, to be designated

The American Language

in our columns, in all news and editorial matter controlled by our editorial policies and typographical usages. Examples:

Immigrants should learn the American language. The book has been translated from French into American.

Any employe may change copy to make it conform to this requirement.

Signed .....

Publication .....

Date .....

The foregoing proposals are approved by

.....

Address .....

Not copyrighted, June, 1918. Reprint and further circulation of this promulgator are invited; a dozen will be mailed on receipt of 10 cents, stamps or coin, by Jacob Backes, 1402 Avenue A, New York, N. Y.

SEVEN REASONS WHY PAPER MUST NOT BE WASTED

1. The Government's requirements for all kinds of paper are increasing rapidly and must be supplied.
2. Paper making requires a large amount of fuel which is essential for war purposes. A pound of paper wasted represents from one to three pounds of coal wasted.
3. Paper contains valuable chemicals necessary for war purposes. Economy in the use of paper will release a large quantity of these materials for making ammunition or poisonous gases.
4. Paper making requires labor and capital, both of which are needed in war service.
5. Paper making requires transportation space. Economy in the use of paper will release thousands of freight cars for war purpose.
6. Greater care in the purchase and use of paper will save money. Your savings will help finance the war.
7. Strictest economy in the use of paper will prevent a shortage.—War Industries Board.

The Style Book and General Information issued by the Typothetae, is a most important and valuable book of instruction for compositors, proofreaders and stenographers. Copies may be purchased from Typothetae headquarters, 550 Transportation Bldg., Chicago.

A PLEA FOR HIGHER PRICES AND BETTER PRINTING

Troublous times are confronting the printing business, which has undergone and is undergoing great changes. And in the transformation that is going on, employer and employe are alike affected.

The employer is trying to solve the problem of continually increasing expenses and ever-decreasing profits. The cost of every kind of material entering into the printing industry has risen 25 to 200 per cent during the past decade. But during this process of radical change in every department of his business, the employing printer has not been able to secure any substantial increase in his charges for printing, although the cost of nearly everything else under the sun has gone skyward.

And while the employe has succeeded in securing an advance in wages ranging from 10 to 25 per cent, the cost of living has mounted 50 to 100 per cent. So it will be seen that both employer and employe are vitally concerned in bringing about improved conditions.

In the technical press devoted to the printing and allied trades, a cry has been going up, "What must we do to be saved?" To make the first move in the "rescue" work, it would seem to be self-evident that employing printers must make some effort toward establishing higher rates for printing. Self-preservation will compel some such action to be taken. A National Printing Association should be organized with the object of formulating uniform and standardized prices for printing throughout the country.

Some one will say that such a plan will interfere with the "immutable" law of competition. But the saying that "competition is the life of trade," like many other high-sounding aphorisms, has long since been proven fallacious.

Let's see just how competition and price-cutting in the printing business really works out. Some printing shop, in order to secure a job of printing that another shop has had the privilege of doing, cuts prices. In order to make a profit on the cut price, poorer workmanship, poorer ink, poorer paper and poorer presswork must enter into the task of getting out the job. Then the following year still another employing printer, in order to close a contract for the same job in question, and in order to make a profit on the work, pursues still further the cheapening process in workmanship and material. By the time this job has gone the rounds of a few more printshops and undergone repeated price-slashings, it presents a spectacle that is enough to make even a "blacksmith" printer hide his face in shame.

This system is not only undermining the printing business from the standpoint of the employer, but is actually making of many printing establishments veritable sweatshops for the employes. It not only degrades, but is a virtual profanation of the "art preservative."

Imagine a Millet reduced to the necessity of painting cheap chromos for a livelihood! But all over this broad land there are efficient printers possessing high ideals of their calling, but whose artistic souls are being crucified upon the altar of cheap, slap-up, competitive printing.

While all this truthfully applies to the generality of present-day printing, it is gratifying to observe that there are exceptions to the rule. For happily there are many buyers of printing who possess sufficient mental acumen to know that cheap, slap-up, shoddy printing is a positive damage to any business or profession.

Dallas, Texas. WILLIS ANDREWS.

—The Typographic Journal, August, 1918.

RECITES ORGINAL POEM, CLOSING NIGHT OF N. E. A. OUTING

The last night of the National Editorial Association in Arkansas was spent at the Goldman Hotel, Fort Smith, where a banquet, reception and farewell ball was given by the Business Men's Club. Mrs. J. H. Simms, of Ohio, was assigned to make the closing address. In conclusion she recited the following lines:

Your State and My State

Your state, and my state!
I bring you word today,
Of greeting to your state
From mine so far away.
Our beautiful river,
And Arkansas's broad stream,
In Mississippi's waters
Together blend and gleam.
Rice fields, and wheat fields,
And fruit of trees and vine;
There's cotton from your state,
And fleecy wool from mine.
Your state, and my state!
And oh, what wealth they hold,
Hid in our hillsides,
And in your mountain folds.
Zinc mines and coal beds,
With gems to gleam aright;
Your pearls, pure as dewdrops,
And diamonds, star-like light.
Mine wealth, and soil wealth,
In mountain and in field;
Forest and stream wealth,
Your state and my state yield.
Your folks and my folks,
United in one cause,
Are fighting together
For common rights and laws.
Your boys and our boys,
For your state, and for mine.
Stand shoulder to shoulder
Out on the firing line.
Your state and my state,
And all the rest beside,
Are each one—yet all one,
Let peace or war betide.
Your state, and my state!
Each holds his own state dear,
But I've learned to love your state,
The while I have been here.
So loud has been your welcome,
Your hills repeat it 'round;
I think Ohio's hills must hear
And echo to the sound.

$150,000 FROM FIRM AND EMPLOYES

The employes of The Hamilton Manufacturing Company, together with the company, have subscribed to a large amount of bonds, stamps, and funds for Red Cross, Y. M. C. A., and similar war projects, the total being over $150,000. Of this amount approximately $110,000 has been invested in Liberyt Bonds, $25,000 in War Savings Stamps, $10,000 for Red Cross, $5,000 for Y. M. C. A. and other war-relief work.

There is plenty of evidence in these statistics to the effect that the right sort of war spirit is rife in Two Rivers, Wisconsin, and the axiomatic fact is that somewhere in the Badger State there is a very large company of employes who are paid wages which will permit a most practical demonstration of patriotism as well as that hardly acquired habit of thrift.

PART TIME INDUSTRIAL TRAINING

THE EMPLOYER WHO NEGLECTS THE TRAINING OF HIS EMPLOYES CANNOT SURVIVE IN COMPETITION WITH OTHER EMPLOYERS WHO DEVELOP THE FULL EFFICIENCY OF THEIR LABOR

[Prepared for National Association of Manufacturers by Federal Board for Vocational Education.]

THERE will be available, under the Smith-Hughes law, for vocational education in the year 1918-19, of Federal money, $2,307,460; and this amount, if taken by the states, must be matched by state appropriations in equal amount. The joint fund available in the coming year will therefore exceed four and one-half millions.

Of the Federal appropriation available for 1918-19, approximately $750,000 is for training in trades and industry, and this amount, together with the state appropriations, gives a total joint fund of one and one-half million, available for part-time education.

The amount available increases each year up to 1925-26, when the annual Federal appropriation for trades and industries will be $3,000,000, providing a joint fund of $6,000,000 to be available each year for vocational training in trades and industries.

Of this amount, if it is expected at all, at least one-third must, under the Federal law, be expended for part-time education, this minimum being for 1918-19, $500,000, and for 1925-26 and annually thereafter $2,000,000.

Do the manufacturers of the country want to utilize this fund for improving the efficiency of their own employes, or shall the Federal appropriation be turned back into the Federal Treasury as not wanted?

Employers Must Take the Initiative

The Federal and State Government provide the money, but they cannot take the initiative except in a very general way.

If employers see clearly where their own interests lie, they will not permit any of these appropriations to lapse in the Treasury. They will not even be content to accept the minimum of one-third, but will seek to utilize a much larger proportion of the total $6,000,000 annually available.

How Part-Time Training may be Secured

There is no mystery or difficulty confronting employers who desire to profit by the provision which has been made for them. They have only to initiate inquiries of those whose official duty it is to answer such inquiries as may be made. As an initial step, inquiry for necessary information should be addressed to the Federal Board for Vocational Education in Washington or the State Board for Vocational Education, as well as the local public school authorities, regarding schemes of training that may be set up. The employer will then arrange for organization of the work under the City Superintendent of Schools, acting under direction of the State Board of Vocational Education.

The Federal Board maintains a staff of experts who will freely coöperate with state educational authorities in devising courses of instruction adapted to meet special needs as these needs may upon investigation be uncovered locally or in individual manufacturing concerns, and will approve expenditures of Federal money jointly with state money for the support of training courses organized. The Federal Government jointly with the State Government will insure that such training as is given shall comply with standards of efficiency which have been determined upon in this field of education.

Beyond this they cannot go. If employers do not want training for their employes, and will not ask for it, they will most assuredly not get it. Those who do ask for it will get it within the limits of appropriations available and by preference in order as they prefer their requests and manifest interest and a spirit of coöperation.

The initiative in setting up part-time training rests with the employer. No one can tell him what he wants. Part-time training cannot be devised intelligently in the schools, except in response to the expressed requirements of industry.

Different Kinds of Training

The training that will be needed in one community or industry will be entirely superfluous in another. When appealed to by employers, vocational experts can provide the specific training needed. It would be foolish for these experts to provided training out of hand, and having done so undertake to impose their conception of what the employer needs upon the employer himself, who may have an entirely different and much clearer conception of his own needs.

As a general proposition to employers of labor, part-time education is a means of improving the efficiency of their employes, and under the Federal law, the Federal Government and the several State Governments bear all the cost of providing this improvement except such cost as is represented by the few hours' labor time which employes must devote to the special training provided for them. This latter cost an employer must always bear in breaking in new and in training old employes, but in the case of part-time education he escapes all the costs of giving the training itself. The only unique feature about part-time education, distinguishing it from regular apprenticeship, or shop training, or other methods of improving labor efficiency, is that the Government, Federal and State, bears the cost and leaves the employer and the employe to reap the direct profits of the increase in efficiency.

That which improves the quality of labor improves citizenship and increases the economic welfare of the community, and it is this consideration that has induced the Government to take a hand in helping employers to help themselves and their employes by increasing productivity and wage-earning power.

The public interests are sufficiently obvious to allay any lurking suspicion of a string attached to the free gift of part-time training.

What Part-Time Training Is

Part-time education is not education in general. It is special training of workers for their particular job. Wherever it comprehends any other instruction than that directed specifically to improvement of efficiensy on the job, that wider scope is given to the training as being in the individual case more essential for increasing efficiency than any sort of special training.

Part-time training is simply vocational training related to the job. It is usually given on the time of the

employer to his employes but under such conditions of production as make it of no substantial expense to the employer, and no expense to the employe.

Employers do not need to be told in specific terms what part-time training is, because they know better than any others the sort of training which must be given to their own employes to make them efficient, and it is precisely this sort of training that part-time schemes set up. The employers themselves must define the character of training. They must say what they want in each case, and it will be up to those providing part-time instruction to meet specific requirements.

No other definition of part-time training can be given than that which is found in the diverse requirements of dexterity and skill as these reuirements become manifest in industry.

Not all of these requirements, obviously, can best be met by setting up part-time schemes of instruction. Some of the training essential for efficiency must be given in the shop on the job. But some of it can be given by trained experts in part-time teaching. The machinist may require instruction in shop mathematics; the carpenter in blue-print reading or plan drawing; the plumber in the sanitation of plumbing; the painter in paint mixing, color harmony and hygiene. Every employment has its manifold requirements, its manifold possibilities for improving efficiency and output. The employer must decide which of these requirements he can himself best meet by giving training in the shop, and which can best be provoked for his employes by arranging for systematic part-time instruction.

It is not proposed to dictate to the employer what sort of training shall be given to his employes. No sort of training will be forced upon him. He himself will define the training to be given by simply stating which of his needs he cannot provided for by any system of shop training.

Part-time schemes of training, it may be added, are probably the best means of meeting the needs of employes, who find themselves confronted in the present war emergency with shortages of skilled labor in the various lines of war work which they have undertaken for the Government. Courses may be devised with special reference to the requirements of skill in these new activities, and the supply of labor thus brought up to the measure of the demand for it.

What Part-Time Training Does

It will be apparent from the foregoing statement that part-time training is devised to increase the efficiency of labor, but this may be further analyzed.

Part-time training increases the competitive power of the employer, of the community, of the industry, and of the nation.

The employer who neglects the training of his employes cannot survive in competition with other employers who develop the full efficiency of their labor.

So, also, of the community, local or national, in competition with other communities, that community which organizes for training its labor force will win out over those communities which neglect such training; and in the industry as a whole in the world market, as in the domestic market, training spells competitive power.

Competitive power has no other basis or origin than relative efficiency of producers. Success is conditioned upon the development, not of some efficiency, but of a degree of efficiency equaling if not surpassing the degree attained by competitors in the market.

To increase competitive power, for the individual employer is one of the two largest special services of part-time education. The other is to increase the economic value of the employe to himself. Incidentally this increase in productive power, carries with it perfectly obvious social benefits, but for the individual employer or corporation, the immediate incentive is increase in his competitive power.

ADVERTISING AND MODERN TYPOGRAPHY

The means to do printing that are at the disposal of the modern printer are steadily accumulating. Old-time crudities and make-shifts that were accepted as a matter of course are seldom used except to obtain the effects of quaintness. The modern printer can produce any effect he desires at will, at little expense. In no presentation of typography is this better illustrated than in the Linotype Bulletin for July and August, in the varied character of the new elements and in the attractiveness of its displayed and letterpress pages. No printing issued frankly as an advocate of any style of composition today compares with the Linotype in style and finish, and in its copious presentation of new characters and methods.

PRINTER-PUBLISHER GOVERNOR CAPPER GOES 'WAY OVER THE TOP

The official returns of the state canvassing board of Kansas show that Governor Arthur Capper broke all records in his race for the nomination for United States Senator. Three of the strongest men in the state—former Governor Stubbs, former Senator Joseph L. Bristow, and Ex-Congressman Charles F. Scott—contested with the Topeka publisher for the nomination. Governor Capper received 101,320 votes. His nearest competitor, Ex-Governor Stubbs, had 31,000. Governor Capper's majority over all was 32,700, which is the best showing ever made in a primary election in Kansas by a candidate for Senator. He will oppose the Senator from Kansas, William H. Thompson, at the November election, and the friends of the Governor claim that he will beat his wonderful vote-getting record of 1916 when as the Republican candidate he carried Kansas with a majority of 162,000 at a time when President Wilson took the State by a majority of 40,000. Governor Capper has made a fine record as governor and is strong with both farmers and business men.

BRAINS NEEDED TODAY

In these days good men do not work for fun, and all employes know that sixty minutes make an hour and are really golden. Yet some really good ones, possibly because the old school arithmetic said twenty-four sheets make a quire and twenty quires make a ream, still so figure paper instead of saving some of these golden minutes by remembering that practically all papers are five hundred count, and that a fifth of the cost of a ream of paper multiplied by the number of sheets required for the job has only to be pointed off decimally to give the exact cost.

It is not impossible to find jobs of cardboard absolutely square printed across the grain and then scored to make fold instead of printing with the grain and saving the scoring and getting better fold.

In short, there are few better places for good eyes, good ears, a nose that can do more than smell and a brain that is occasionally exercised than in the modern print-shop of any size.—Ben Franklin Witness.

THE LABOR SITUATION IN THE PRINTING AND PUBLISHING INDUSTRY OF WISCONSIN

Survey by Walter Mayer, Secretary of Wisconsin State Franklin Club, and R. G. Lee of University Extension Division—Based on Data Secured in July, 1918

FOR several months the printing and publishing industry of Wisconsin has been facing a chaotic condition as regards labor. Men have been difficult to obtain. Demands for seemingly abnormal increases in wages have been made by those men who could be secured. The result was that payrolls in those shops fortunate enough to obtain men took a leap upward. Those shops which have been unable to secure men are limping along short-handed hoping for an improvement in the situation. Nobody seemed to know just how great was the shortage of men, nor how much cause there was for the higher wages demanded. Desiring to obtain first-hand, accurate information on the subject for the benefit of the employing printers of the state, a questionnaire was sent on July 8th to every shop, large and small, in the state. The response was immediate, nearly 100 questionnaires being returned within a few days. The information made available by these reports was comprehensive and it threw a new light on the subject, coming as it did from a wide range in size of shops in every section of the state.

Briefly, the questionnaire revealed that there is not a large shortage of skilled workers in the printing trade in this state, and that wage increases have not been abnormal. It is true that, in isolated cases, there is a serious shortage of men and abnormal wage increases. Reviewing the situation, however, from a state-wide viewpoint, the labor shortage is not so serious as it would appear when judged by isolated cases. This would indicate that wage increases passing the normal point are not demanded by the situation. Adjustments and distribution of the labor available will serve to correct the situation as rapidly as can be expected under war conditions.

One outstanding fact revealed by the survey was that women are being utilized to a larger extent than heretofore to fill the gaps left by the departing men. Many shops, but not so many as the situation demands, are also training apprentices, both boys and girls.

The range in sizes of the shops from which the information was obtained is shown by Table 1, which follows:

Classification of Shops by Number of Employes
Combination Newspaper and Job Shops
70 Shops Reporting

YEAR	NUMBER OF EMPLOYES						*Total*
	1-3	4-6	7-10	11-20	21-40	41 & more	
1917	30	24	6	0	9	1	70
1918	34	21	5	2	7	1	70

Several interesting facts are revealed in Table 2, which follows: First of all, it shows the extent of the loss of men during the year from July 1, 1917, to July 1, 1918. In seventy combination newspaper and job shops

Exclusive Job Shops
21 Shops Reporting

YEAR	NUMBER OF EMPLOYES						*Total*
	1-3	4-6	7-10	11-20	21-40	41 & more	
1917	6	5	3	6	0	1	21
1918	6	6	3	5	0	1	21

reporting, the loss of men is only 8.4 per cent, while in twenty-one exclusive job shops, there has been an increase in the number of men of 4.6 per cent. During the same period, the newspaper-job shops have increased by only 9.5 per cent the number of women employed, while the job shops show an increase of 57.6 per cent.

In the depletion of forces by war services, fifty-seven, shops reported the loss of 135 men. Six shops reported the loss of nine men to other shops through higher wages offered. Two shops reported the loss of one man each to shipyards and other industries by higher wages

The Wage Situation

For the fifty-six shops included in another tabulation, the average increase for compositors has been 20.1 per cent, for pressmen 12.5 per cent, and Linotype operators 5.9 per cent. For all positions, the average increase has been 13.2 per cent for men, 16.6 per cent for women, 7.6 per cent for boys, and 9.3 per cent for girls. The average increase for men, women, boys, and girls has been 11.2 per cent.

Wage increases in the exclusive job shops show a greater increase, on the whole, than in the combination newspaper and job shops. While for the 16 shops reporting the increase for compositors and pressmen is slightly less than is shown by the reports from the newspaper-job shops, the increases for other employes are all greater. For all positions, the average increase for men has been 18.2 per cent, for women 4.6 per cent, for boys 15 per cent, and for girls 47.5 per cent, with an average increase for men, women, boys, and girls of 20.8 per cent.

Training of Apprentices, Solution of Problem

Believing that in the training of apprentices lies the solution of the labor problems not in the immediate future, but in the years to come, this question was asked, "Are you training any apprentices?" Judging from the replies received, it would appear that many employing printers are alive to the situation.

Reports tabulated from eighty-nine publishing-printing offices indicated that 33 girls and 22 boys, a total of 55, were being trained as apprentices. The 33 job printing shops reported a total of 19 apprentices, 12 boys and 7 girls.

The questionnaire asked for reports on some conditions only indirectly connected with the labor situation and many interesting replies were received. For instance, in replying to the question, "Has the war affected

Kind of Shops	TOTAL			MEN			WOMEN			No. of Shops
	No.	% of Total	% plus or — over 1917	No.	% of Total	% plus or — over 1917	No.	% of Total	% plus or — over 1917	
Publishing and Printing										
1917	565	100.0	——	417	73.8	——	148	26.2	——	70
1918	544	100.0	——	382	70.2	——	162	29.8	——	70
Increase or Decrease	—21	——	— 3.7	— 35	——	— 8.4	Plus 14	——	Plus 9.5	
Job Printing										
1917	239	100.0	——	173	72.4	——	66	27.6	——	21
1918	285	100.0	——	181	63.5	——	104	36.5	——	11
Increase or Decrease	— 46	——	Plus 19.2	Plus 8	——	Plus 4.6	Plus 38	——	Plus 56.6	

your job printing business?" the predominating report was that it had decreased in volume. Forty-four shops reported a decrease, while twenty-nine reported an increase. Forty-eight shops reported no change in volume. The reasons given for this condition were many and varied, the prevailing report being that general prosperity was the cause of the increase. Those who reported decreases in business attributed it to a policy of retrenchment on the part of merchants, manufacturers, and other patrons. A striking example of increased volume is given by numerous shops reporting no increase in the number of orders or customers, but an increase in the amount of the sales as high as 25 per cent by reason of higher prices.

Publishers quite generally report an increase in their newspaper subscription business on account of the war, the prevailing cause being, as one publisher expresses it, "Greater interest in newspaper because of number of county boys who are in war service," and another who says, "Interest in soldier letter column," and another who says, "Many people seem to feel the necessity of receiving the food orders, etc., through the local newspaper."

As to newspaper advertising, there is a wide variance of conditions in different localities. Some publishers report a decrease in local advertising because of the inability of merchants to get stocks, causing them to discontinue their advertising. Other publishers report increased local advertising because of an apparent realization by merchants of the need of getting after business more aggressively.

All in all, the questionnaire would seem to indicate that neither the job printer nor the newspaper publisher is seriously hard hit, so far as business is concerned, by war conditions. In the newspaper business especially, the publisher has a splendid opportunity to not only hold up his newspaper business, but to increase it. One publisher points out this opportunity as to advertising thus: "Patriotic advertising has made up for the decrease in general advertising up to this time."

BEAT THE GERMANS AT THEIR OWN GAME

By Charles E. Carpenter

With the Central European powers utilizing every unit of male and female energy they possess, and even prisoners of war, at their highest productive power, we cannot expect to win unless we take example from the enemy and beat him at the game he has invented. With our resourcefulness and with unanimity we can do it.

The labor leader who opposes the utilization of waste female labor is aiding the enemy. He is helping to increase the cost of living; he is heaping more war hardships on the laboring classes and is unfit to lead organized labor.

As to the readjustment of labor after the war is over, that is a question which applies to every walk of life in America and must be left open until peace and its new conditions arrive. There are some conclusions of this war, however, which we already know. Among them are that:

This is a war for commercial aggrandizement on Germany's part. Therefore, if Germany is successful because we have neglected to stop our waste of human energy, there need be no concern about the condition of female labor after the war. The entire working classes will suffer with the employing classes and there will be little work for anyone.

While the waste of human energy continues the war will be prolonged proportionately, (unless this waste brings the conflict to an end in our defeat). Economy will be forced upon us after we face imminent defeat, hundreds of thousands of our brave boys at the front are killed and wounded and dire privation endured by us at home.

Compulsory economy can be forestalled and victory can be doubly assured by putting this economy in human energy into effect at once.

WASHINGTON UNIVERSITY HELPING NEWS PAPER MEN

MAKING two stalks of corn grow where one grew before is a highly commendable undertaking these days, but making one weekly newspaper grow where two grew before is right in the same class. At least such is the opinion of the department of journalism of the University of Washington, and for the past six months this department has been actively advocating a policy of combination and consolidation on the part of struggling country weeklies.

The department publishes a monthly magazine, "The Washington Newspaper," which is sent free to every newspaperman in the state.

The policy of the department is set forth clearly in an editorial in the February issue of this year, a part of which stated:

"Most places in Washington are really one-newspaper towns, although dozens of them support two papers, and occasionally one has three.

"Smith and Jones may consolidate, both remaining with the merged business. Smith may buy out Jones. Jones may buy out Smith. Smith may starve out Jones or Jones may starve out. Any of these acts may leave one editor where two saved no money before."

After discussing some of the obstacles to consolidation, the editorial continues:

"Yet necessity knows no law, and in the judgment of 'The Washington Newspaper,' it is a law of necessity that many of the one-paper towns should be supporting only one paper before the war ends."

At the annual Newspaper Institute, held on the campus in January, the idea of consolidation was pushed, and the response on the part of the editors has been encouraging. In the remainder of this article an attempt is made to discuss several different methods by which competing publishers got together, using typical examples in each case to illustrate the point. There have been other consolidations in the state, but it is thought that these mentioned cover all the various schemes by which they were accomplished.

One of the first consolidations as a result of the department's agitation was at Kent, a town of 2,300 population about sixteen miles from Seattle. One of the editors arrived at the conviction that "it is the duty of the two editors in any town like Kent to try to get together as a war economy." He estimated that the business men of Kent would be saved $2,500 to $3,000 a year, and would be glad to pay twenty cents an inch for their advertisements to one paper, rather than fifteen cents to each of two.

The editors were $2,500 apart in their valuation figures at first, but they finally got together, showing that even such a gulf can be bridged when the parties are in earnest. The combined paper is much better than either was before, the business men are pleased, one editor is making a good living and the other has found new employment.

A variation of the consolidation idea has been developed at Toppenish, where one editor bought out his competitor and consolidated the plants, but kept the papers distinct. One paper is now published on Tuesday and the other on Friday, neither paper duplicating the news in the other, which happy condition did not prevail under the old regime. The publisher explains editorially: "The consolidation has been accomplished with a view to eliminating duplicate overhead expense, and with the expectation that better scervice will be given the community that has been possible heretofore."

Another method of effecting a consolidation was used at Auburn, where the two weeklies, both of them good ones, simply merged, the editors entering into a partnership, which is working smoothly and has paid the owners handsomely.

The publishers are enthusiastic over the change, one of them writing in this vein: "In my opinion there is not a town in the Puget Sound territory, probably not within the state, outside of county seats, which will support more than one weekly newspaper. Auburn, with its 3,500 population, is about the best country town I know of, and yet Auburn doesn't need, doesn't want, and would not decently support two weekly newspapers."

In Sumner, where one of the papers failed and was absorbed by the other, the surviving editor is certain that "two newspapers cannot thrive and give good service to the public in a country town of less than 6,000 population."

At Winlock, a town of only 1,200 inhabitants, there were two feeble weeklies until recently when one editor sold out to the other and retired. The survivor writes: "If a poll of the Winlock business men were to be taken today it is safe to say that practically without exception they would cast their vote against having two papers, granting that both were equally good."

The latest "get-together" occurred a few weeks ago at Snohomish, where two papers entered into rather a unique arrangement to provide the advertisers with a better medium. The organization of a Retail Merchants' Association provided a fresh impetus to the consolidation movement, as the association was dissatisfied with both papers and requested that some way be found to bring about a combination.

About this time the publishers of one paper got the contract for publishing a monthly journal for an outside concern, which was more profitable to them their local weekly. So the publishers offered to sell their subscription list and advertising contracts to their competitors. This offer was accepted, and the consolidation was effected. The paper selling its list agrees not to publish a local paper for five years, nor are they to solicit any local job printing. A pleasant feature of the consolidation is the promise of the Merchants' Association to furnish a certain volume of advertising and to conduct a campaign on the rural routes for subscriptions.

There are two angles from which this consolidation proposition may be viewed: The publisher's and the advertiser's. Frequently their interests are in opposition, but in this case they coincide perfectly. The publisher gets a decent living and the advertiser gets a vastly improved medium.

The importance of the local paper as an advertising medium has increased recently, and will increase still more as the effects of the zone system of postal rates become apparent, so it is distinctly to the interests of national advertisers to encourage the strengthening of the country press.

Sales managers can further the movement greatly through their salesmen and dealers, and there are signs already observable that they are doing it.

NATIONAL PRINTER JOURNALIST
A JOURNAL for PRINTING and ALLIED TRADES

Established in 1883 as "The Printer and Publisher"

Published Monthly by The Ravenswood Press
4610-18 Ravenswood Avenue, Chicago, Illinois

Entered at the Chicago Postoffice as Second-Class Matter

BENJAMIN S. HERBERT - - - - - Managing Editor
WILLIAM E. HERBERT - - - - - Business Manager
E. GEORGE ERTMAN - - - - - Special Representative

Official Paper of the National Editorial Association
Member National Editorial Association, United Typothetae of America, Illinois Press Association, Cook County Press Club, Suburban Publishers' Association.

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.55 per year.

CHICAGO, ILLINOIS, SEPTEMBER, 1918

The action of the North Carolina Press Association in recommending for the consideration of the War Industries Board the advisability of placing the manufacturers of supplies which go into the printing and publishing business on the priority and preference lists as essential industries for coal, steel and such other materials as may enter into the construction of composing machines, presses, type, paper, etc., is fully justified.

The issuing of newspapers and periodicals, which are already on the first priority list, will not long be possible unless the supply of material and machinery, which are necessary for their production, may be requisitioned.

* * *

Plants which are furnishing printing for the various industries that are a part of the great war machine should keep a special record of production for this class of customers. The advantage is obvious. When the question of priority consideration is brought up, recognition by the Government of the essentialness of those establishments so closely related to the carrying on of war activities will be more favorable and positive. The suggestion of keeping a record of war work has been referred to the headquarters of the United Typothetae of America from which a special inquiry directed to secretaries throughout the country has been sent, seeking information as to whether any printing plants doing work for those engaged in war industries are keeping a special record of such production. Any printing or publishing office in which this journal is read will greatly aid the fraternity by forwarding information of this character to the office of publication.

* * *

The country daily and weekly newspapers have advanced still further in the esteem of the Government and the War Industries Board and no single individual is more responsible for the gain in recognition than Mr. Wright A. Patterson, Editor-in-Chief of the Newspaper Service of the Western Newspaper Union.

A letter to Mr. Patterson from Mr. T. E. Donnelly, Chief of the Pulp and Paper Section of the War Industries Board, with whom Mr. Patterson was in recent consultation at Washington, contains these significant sentences:

"The more I think of the scheme you laid out, the more grateful I am for your visit down to Washington. I think it has saved an endless amount of wrangling between this office and the publishers and is a very much fairer scheme than anything I suggested."

The newspaper publishers outside of the metropolitan centers are also indebted to Mr. Patterson for his persistency in persuading the Treasury Department to give them further recognition. For practically a year, Mr. Patterson has been working consistently in behalf of the country press and although he has had the opposition of a majority of bankers from the large cities who are instrumental factors in the financial undertakings of the Government, he has gained his point, as well as the gratitude of thousands of country newspaper men.

At the invitation of the Treasury Department, Mr. Patterson attended a meeting of the Liberty Loan executives of the twelve districts, which was held in Washington in the month of July. At that time he presented the subject to all of the district executives at one time, following which the Treasury Department issued instructions to place all country daily and weekly newspaper publishers on the local county and town Liberty Loan campaign committees.

* * *

Apparently there is a disposition on the part of influential members of printers' organizations to discount the value of vocational training for intending printers in conjunction with the public school system.

The contention of the International Typographical Union is that "indiscriminate teaching of printing in the public schools, whereby the pupil would obtain but a smattering knowledge of the art, would not only be injurious to the pupil, but would create a cheap labor market, and enable the unscrupulous employer to maintain a low wage schedule."

The Typothetae Committee on Education is reported to have reached the conclusion that "boys who are trained in printing departments of public schools are not only not fitted, but distinctly unfitted, for the industry. It tends to recruit the ranks, already too full, of poor work-

men; to furnish a supply of cheap labor for cheap shops, to lower the standards of the industry, and to subject good workmen to all the evils of cheap competition."

To fly in the face of such authority would ill become one who has not made a special study of the situation, but, may it not be said, advisedly, that both of these agencies for the improvement of the industry have gone to the extreme in their indictment? Is it not possible that the new system of offering vocational instruction under the Smith-Hughes bill may correct several of the objectional features of which complaint is made?

Why should it not be possible to train boys of the high school age in a laboratory, equipped with type and machinery and material, where part of the time each day is devoted to intensive study of the art, under expert supervision? Is there any reason why knowledge acquired under such circumstances should be of a "smattering" character? That the ranks are "already too full of poor workmen" is an admission that the present system of coaching would-be printers has not been especially successful. In most print-shops the instruction given apprentices is a farce and that the boys ever attain anything above mediocrity is surprising.

So far as the Vocational School method becoming responsible for furnishing a cheap labor market is concerned, there is small probability of such a condition developing for many years to come, with thousands of artisans in the army and navy and many hundreds engaged in other war activities.

Why should there be fear of a lowering of the standards of the industry when those who are entering it may become more intelligently fitted for assuming the duties of producing work which will command a higher market value in proportion as brains and skill are an integral part of its whole composition? Other trades are learned in schools. Why should the printing trade be an exception? It is respectfully submitted that those who are the most competent, as well as those who have the will and determination to become so, will never be without profitable employment whether they engage in printing, painting or paper-hanging.

Revisions to the Standard Price List issued by the United Typothetae of America have been mailed to the membership. These revisions are based on 1916 costs, determined by the Composite Statement. Members should issue instructions to clerks to look out for these revised pages and insert them immediately in their proper places in the Standard Price List.

A PRACTICAL PAPER SAVING IDEA

Waterloo, Iowa, August 5, 1918.

Benjamin S. Herbert, Editor National Printer-Journalist,
4614 Ravenswood Ave., Chicago, Ill.

Dear Sir:—In view of the demand to save print paper, the Waterloo Evening Courier, has for several years, made a practice to send a page only showing advertising, as Proof of Publication. We have not, however, during this period, entirely eliminated the whole paper to advertisers, and advertising agencies.

Now, that we have sent the enclosed letter (A) to all advertisers, and advertising agencies, and received favorable reply from practically all of them, we shall put the entire list on our "page plan" for the future.

Waterloo, Iowa, July 31, 1918.

Gentlemen:—

The War Industries Board has intimated that it would be agreeable and helpful to newspapers and to all concerned, if we would endeavor in every way possible to conserve print paper. This, of course, is well known to you.

Would it be agreeable to you and Advertising Agencies generally, in your opinion, if we would merely take a page from the paper containing any advertising ordered by your Agency, fold and place in a number eleven envelope, and send to you unscaled, under one cent postage? In case we did this, we should, of course, have plainly printed on the outside of the envelope something like this:—

"Proof of publication from Waterloo, Iowa, Evening Courier."

Waterloo Evening Courier
AND WATERLOO DAILY REPORTER

Waterloo, Iowa.

EXHIBIT A

The enclosed sample of advertiser's schedule sheet (B) is the way we shall make up the office record for each advertising contract covering all dates for future insertions under order.

Waterloo Evening Courier (B)
AND WATERLOO DAILY REPORTER

Waterloo, Iowa, ...191....

PRODUCT ADVERTISED

How Can I Increase My Income?

ADVERTISER

Name Sanford & Co.

Address 625 Republic Bldg.

City Kansas City, Mo.

AGENCY

Name Potts-Turnbull Adv. Co.

Address Kansas City, Mo.

City

SPECIAL IF ANY

Name

Address

City

SEND PAGE MARKED

to No. 11 envelope, one cent stamp. Dates of insertion must be ringed on Calendar in advance of beginning of contract. When page is sent put cross X on date in Calendar.

JULY, 1918 — JANUARY, 1919 — JULY, 1919

AUGUST, 1918 — FEBRUARY, 1919 — AUGUST, 1919

SEPTEMBER, 1918 — MARCH, 1919 — SEPTEMBER, 1919

OCTOBER, 1918 — APRIL, 1919 — OCTOBER, 1919

NOVEMBER, 1918 — MAY, 1919 — NOVEMBER, 1919

DECEMBER, 1918 — JUNE, 1919 — DECEMBER, 1919

MEMO:

EXHIBIT B

The enclosed sample envelope (C) shows how we shall enclose the page. These envelopes will be made up as per the enclosed sample for all dates on the advertising. You will notice the envelope shows the agency, date advertising is to appear, the advertiser, the town and the state. (Out of the hundred replies received from our circular to advertisers and agencies, we have had just three agencies that desired the whole paper. For these, we shall address envelopes the same as where a page is sent except in the bottom left end corner of the envelope, we shall write, "Whole Paper." When this envelope comes out for mailing Proof of Publication, the Courier will mail the whole paper instead of the single sheet containing ad.)

PROOF OF PUBLICATION (C)

FROM

Waterloo Evening Courier

WATERLOO, IOWA

POTTS-TURNBULL ADV. CO., 8-5-18

(How Can I Increase My Income?)

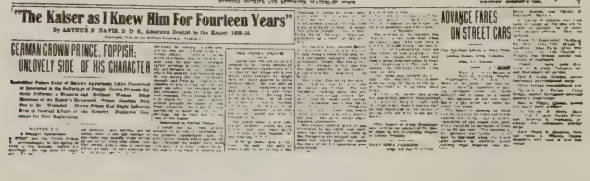
KANSAS CITY,

MO.

EXHIBIT C

These envelopes when written up complete with dates of insertions are distributed in a pigeon-hole case which is labeled numerically from one to thirty-one. For example, all envelopes which are to be mailed on the 31st of each month are to go in pigeonhole No. 31, and so on.

As is well known, most daily newspapers send out each day one hundred to five hundred papers to agencies and advertisers to prove publication of insertions. In our own case, our new "page only plan" will save about two hundred and fifty dollars a year in white paper, saying nothing of postage or the saving to the agencies for storage space, and clerk hire. If all of the 2,700 dailies of this country would adopt this, similar, or a better plan, the saving in white paper would, as I figure it go a long way in supplying the print paper shortage of the present day.


"The Kaiser as I Knew Him For Fourteen Years"

By ARTHUR F. DAVIS, D. D. S., American Dentist to the Kaiser 1905-15.

GERMAN CROWN PRINCE, FOPPISH; UNLOVELY SIDE OF HIS CHARACTER

ADVANCE FARES ON STREET CARS

EXHIBIT D

(D) One advertising agency, in replying, thought difficulty might arise by newspapers not having the date or name of the paper, town and state on the page sent. This, of course, is very important and it would make work to have to write it on, or to have to stamp it on, at the office of publication before mailing; therefore, if the plan is thought to be acceptable by newspapers, it would be well to standardize running date line, above each page. In our paper we have at the top of each page (except first) this uniform wording:

"6. Monday, August 5, 1918. Evening Courier and Reporter, Waterloo, Iowa."

SAVE PRINT PAPER!

Waterloo, Iowa, July 31, 1918.

Gentlemen:—

Advertisers and Adv'g Agents who received the following from the Waterloo Evening Courier have agreed that the plan is satisfactory. A few of the letters received are printed below.

"Would it be agreeable to you and Advertising Agencies generally, in your opinion, if we would merely take a page from the paper containing any advertising ordered by your Agency, fold and place in a number eleven envelope, and send to you unsealed, under one cent postage? In case we did this, we should, of course, have plainly printed on the outside of the envelope something like this:—

Proof of publication from Waterloo, Iowa, Evening Courier."

Waterloo Evening Courier

Waterloo, Iowa.

Copies of Some of the Letters Received

St. Louis, Mo., July 30, 1918

Publishers of the Courier,
Waterloo, Ia.

Gentlemen:—

Your plan of sending proof of publication in a separate envelope containing a page torn from the issue is perfectly satisfactory to us.

We believe that if the matter is handled in this way it will eliminate to a great extent the necessity for requests for missing issues, besides aiding in the conservation of print paper.

Yours very truly,
D'Arcy Advertising Company.

Minneapolis, Minn., July 27, 1918.

Waterloo Evening Courier,
Waterloo, Ia.

Gentlemen:—

We have carefully read the suggestion that you have made in your letter of July 25th in regard to furnishing agencies with checking copies of your paper.

It is entirely satisfactory to us that you mail us only the page or pages of your paper that carry the copy for any of our clients. From the experience that the writer has had in agency work it seems that your new plan is far better than the old one of sending the copy of the entire paper with no marking on it to indicate that it is a checking copy and should be retained. The clerks that have this work in charge are sometimes apt to overlook an issue and discard it before checking, so that it makes it necessary for us to write the publishers for duplicate copies. We are convinced that the new plan will largely do away with this and it has our entire approval.

Yours very truly,
Mitchell Advertising Agency, Inc.

New York, N. Y., July 29, 1918.

Replying to your circular letter of July 25th, it will be entirely satisfactory for you to send us a single sheet of the publication in which our copy appears, in accordance with your suggestion.

Yours very truly,
The Bayer Company, Inc.

Denver, Colo., July 30, 1918.

Replying to your circular of July 25th. The method suggested therein would save a lot of our time and would answer the purpose.

Will you kindly send us a dozen or so of this letter to mail to other papers?

Yours truly,
D. A. Tubolski.

Chicago, Ill., July 27, 1918.

It is satisfactory to have you send us the pages instead of complete publications showing the advertising inserted as ordered by us.

We want to co-operate in every way possible with you in this respect.

Yours truly,
The Dooley-Brennan Co.,
President.

Detroit, Mich., July 30, 1918.

Replying to your form letter of July 25th will say that it will be perfectly agreeable to us to receive pages only containing our advertisements.

Yours very truly,
Theodore F. MacManus, Inc.

Des Moines, Iowa, July 27, 1918.

We have your circular letter of the 25th, and replying, beg to advise that, with us, it will be entirely satisfactory to just mail us pages from your paper, containing our Ads.

With kindest regards, we beg to remain,

Yours very truly,
Chamberlain Medicine Co.
714 Harris Trust Bldg.

Toledo, O., July 30, 1918.

Replying to your letter of July 26th, it will be very acceptable to us if you will send us either pages or clippings containing any advertising ordered by our agency, or by our dealer, and any publicity material which concerns us, and send them to us in an envelope as you suggest.

Very truly,
Willys-Overland, Inc.

Philadelphia, Pa., July 29, 1918.

We wish to advise that we are willing to have you do as you suggested in your letter of the 25th instant.

Yours very truly,
The Richard A. Foley Advertising Agency, Inc.
326 W. Madison St., Chicago, Ill.
July 27, 1918.

Yes, your new method of sending proof of publication will be all right with us.

Yours very truly,
J. R. Hamilton Adv. Agency.

New York, N. Y., July 26, 1918

In reply to your July 25th favor in reference to your arrangements of sending us copies of your paper to prove service, it is agreeable to us to have you send the pages on which the advertisements appear.

Yours very truly,
George Batten Company, Inc.

Philadelphia, Pa., July 29th, 1918

We have your circular letter of the 25th.

It would be agreeable to us for you to simply send us a page taken from each issue for checking purposes.

Yours very truly,
J. H. Cross Company.

New York, N. Y., July 30, 1918.

Your new method of sending proof of insertion of ads is entirely satisfactory to us.

Yours truly,
E. F. Elmberg Co.

Sheboygan, Wis., July 27, 1918.

We approve of your new method of sending proof of publication.

Yours truly,
Sheboygan Mineral Water Co.

Sheboygan, Wis.
Chicago, Ill., July 27, 1918

It is satisfactory to us to have you send us only the page of your paper containing our ad as proof of publication.

Yours very truly,
D. D. D. Co.

Davenport, Ia., July 29, 1918.

Replying to your circular of July 26th the method which you suggest therein, of sending us proof, will be very satisfactory. We are always ready to do anything we can to help cooperate in winning the war.

Yours very truly,
Crescent Macaroni and Cracker Co

New York, N. Y., July 25th 1918

Responding to your circular letter of the 25th inst. it will be perfectly satisfactory to us if you would take a page from the paper containing each of our advertisements and send to us for checking purposes.

Very truly yours,
Genuine Haarlem Oil Manfg. Co

Philadelphia, Pa., July 29, 1918

It will be perfectly satisfactory to us for you to mail to us pages containing the advertising of any of our clients who may use your publication

Very truly yours,
Mator Advertising Co., Inc.

21 Union Square, New York, N. Y.
July 29, 1918

We have your circular of July 25th relating to mailing checking copies. This is entirely satisfactory and we appreciate it.

Yours truly,
Arrow Chemical Company

EXHIBIT E

It will be noted that we put the folio number, day and date on the outside corner of each page at the extreme left of left-hand pages, and to extreme right side on right-hand pages. The name of the paper, town and state are put in the center; hence, when the paper is bound or whenever kept for references, the day and date may be easily referred to by merely turning the corners of the pages. Many people put this information in the corner near inside margin and it is often inconvenient to refer to when printed there.

Yours truly,

WATERLOO EVENING COURIER,

A. W. Peterson, Publisher.

A LIVELY HOUSE ORGAN

The Butlerite is a house organ published by the J. W. Butler Paper Company of Chicago, with E. A. Julius as editor. A hurried examination of the issue for August, 1918, offers plenty of evidence that this organ is without a wheeze. The notes are clarion-toned—lively, buoyant, enthusiastic—interpreting the enthusiasm of the Butler organization in whose behalf it is published.

Among the articles are these: "Should the Salesman Advertise?" "Lloyd of White Sox Makes Long Leap to Top"—an account of the eighth month of the Butler League Pennant Race for orders—"Mapping Out Your Course"; "Who's Who in Advertising"; "Missouri Interstate News"; "Sierra News," etc.; "Chicago Departmental News"; "Advertising and Sales Service News"; "Fancy Stationery News"; "Credit Department News," etc. The last page consists of a beautifully illustrated historical sketch of the Sierra Paper Company of Los Angeles, Calif., of which Fred H. French is Vice-President and General Manager.

AMONG THE ASSOCIATIONS

IN UNITY NPJ IS STRENGTH

[Editorial Note.—Officers of all Press and Printers' organizations are urged to make regular use of this department.]

Wisconsin Editors Hold War Conference

PRINTERS and publishers from all sections of the State attended the war conference of the Wisconsin Federated Printing and Press Associations held in Oshkosh, July 26th and 27th. The federation is composed of the Wisconsin Daily League, the Wisconsin Press Association and the Wisconsin State Franklin Club.

The address of welcome at the opening session was delivered by Mayor A. C. McHenry, J. L. Sturtevant, publisher of the Wausau Record-Herald and president of the Daily League, made response, in which he paid tribute to the memory of Col. John Hicks, publisher of the Oshkosh Daily Northwestern for many years. A number of well-prepared papers upon subjects relative to the job-printing industry were delivered at this session. Walter Mayer, secretary of the State Franklin Club, gave a comprehensive review of "The Labor Situation" with data compiled from questionnaires sent to job printers and publishers throughout the State. Mr. Mayer said that the survey shows men hard to obtain and demands for seemingly abnormal wages, but that neither job printers nor newspaper publishers appear to be seriously affected by war conditions. In the newspaper business, especially, the publisher has a splendid opportunity to not only hold his newspaper business, but to increase it. The survey gave evidence that patriotic advertising has made up for the decrease in general advertising.

G. L. Caswell, field secretary of the Iowa Press Association, gave an instructive address on, "Why Wisconsin Publishers Should Have a Field Secretary."

The most important address on the Saturday evening program was given by Richard Lloyd-Jones of the Wisconsin State Journal, who talked on the subject of, "The War and Printing and Publishing Industry."

The Wisconsin Press Association elected the following officers: President, John A. Kuypers of the DePere Journal-News; Secretary, J. S. Hibbard of the State Printing Board, Madison; Treasurer, E. J. Scott of the Shawano Advocate.

Officers elected by the State Franklin Club are: President, H. F. Merten, Jr., Waukesha; Vice-president, George J. Nash, Eau Claire; Secretary, Walter Mayer, Madison; Treasurer, H. C. Brandt, Fond du Lac.

The German Press Association of Wisconsin held its thirty-sixth annual convention at Oshkosh, Saturday, July 27th. A telegram signed by the officers was sent to President Wilson, pledging support to the Government. The new officers are: President, F. C. Blied, Madison; Secretary, Arthur Mathwig, Shawano; Treasurer, Otto Shaefer, Appleton.

* * *

South Dakota Press Association

The mid-summer meeting of the South Dakota Press Association was held at Sioux Falls the latter part of July.

The chief address of the opening session was made by E. T. Miller of Chicago, Assistant-secretary United Typothetae of America, who discussed means by which newspapers of the country could co-operate to their own advantage.

Following Mr. Miller's address the subject of "Adjusting Prices and Increasing Rates to Meet Increasing Expenses" was explained in a detailed manner by E. B. Merriman of the Redfield Journal-Observer. In his address the speaker mentioned statistics to show the basis of the new increase and suggested methods to counteract the upward tendency of prices.

"The Editor and War Work" was comprehensively outlined by H. R. Sturges of the Beresford Republic. Patriotism and What Constitutes the 100 Per Cent American" was spoken upon by R. A. Schaber of the Hudson Hudsonite. The financial side of the newspaper game was discussed by Claude Masters of the Humboldt Journal with the paper, "Should Not the Increased Costs of Conducting a Printing Office be passed on in the Same Manner as is done in All Other Lines of Business; and If It Is Not Done, can there be but One Result?"

Resolutions were adopted pledging the support of the editors to the Government's war policy. It was urged that the Government and war-time organizations establish a precedent in economy by condensing their publicity material and eliminating duplication.

Every publisher in the state was asked to make a thorough study of the business end of his plant and put it on a firmer basis by the establishment of a cost system. It was also suggested that county or district organizations should be maintained, and hold quarterly meetings, for the discussion of the problems of the printers and publishers in each locality.

* * *

New Oklahoma Association

The first meeting of the Western Oklahoma Press Association was held at Mangum, in July. Elmer V. Jesse of Mangum was elected president, and L. B. Hooker of Beaver, vice-president. The editors endorsed the zone system but urged that the proposal for a stamp tax on all bank checks be rejected. A clause of the constitution and by-laws bars Socialists from membership.

* * *

South Florida Press Association

The annual meeting of the South Florida Press Association was held recently at Wauchula, with an unually large attendance.

Among the many subjects discussed were, "Running a Newspaper in War Times," "Tips on Business Management During War Times," "Coöperation Among Publishers," and "Personality in the Country Newspaper."

Resolution were adopted pledging the loyalty of the members to the country. The new Zone Postal law

was discussed at length, but it was decided to postpone final action on it until the next semi-annual meeting, during which time the members will have had a chance to get better acquainted with it.

George M. Goolsby, of the Wauchula Advocate, was elected president; Gilbert Leach, of the Leesburgh Commercial, vice-president; Walter Haynes of the Sanford Herald, secretary, and Mrs. C. V. S. Wilson, of the Sarasota Times, treasurer. The next meeting will be held in Winterhaven in January.

* * *

Alabama Press Association

The forty-seventh annual convention of the Alabama Press Association was held this year at Birmingham. There was a record attendance and the patriotic spirit of the editors was strongly in evidence.

The program was an unusually interesting one, dealing chiefly with the subjects of conservation, patriotism and public service. Among the leading addresses were:

"The New Postal Zone Laws as Applied to Newspapers," led by E. R. Norman, assistant postmaster.

"The News Print Situation," by Frank P. Glass, Birmingham Age-Herald.

"Newspaper Management from the Inside," by A. W. McCulloch, Gadsden Journal.

"Field Work of a Newspaper," by Frank Willis Barnett, Birmingham Age-Herald.

"How can the Newspapers Help in the War Savings Stamp Campaign?" by John Sparrow.

"How can the Newspapers Help the Council of Defense?" by Lloyd Hooper, Selma.

"The Warrior River, Its Possibilities Under Government Development," Henry DeBardeleben.

"How Newspapers Can Increase Their Revenues by Guaranteeing Their Advertisers," by J. A. Martin, Progressive Farmer.

On the last day of the convention the editors took an early train to Cordova and there embarked on a steamer for a trip to Tuscaloosa. Government experts and engineers accompanied the visitors and explained to them the various uses to which the river current and dams could be applied.

Election of officers for the ensuing year resulted as follows: President, A. W. McCulloch, Gadsden Journal; first vice-president, Oscar M. Duggar, Andalusia Star; second vice-president, Sam H. Oliver, Lafayette Sun; secretary and treasurer, James H. Hard, Birmingham; recording secretary, Frank N. Julian, Sheffield Standard; historian, John C. Williams, Talladega Mountain Home.

* * *

Georgia Press Association

The annual meeting of the Georgia publishers was held recently at Wrightsville. The association was formerly known as the Georgia Weekly Press Association, but the name was changed by vote at the closing session of the convention, to the Georgia Press Association, as more correctly representing the membership, which now includes many daily papers.

The same officers as for last year were re-elected by acclamation, with the addition of the third vice-president added in the election of C. D. Rountree, host, editor Wrightsville Headlight. They are as follows:

Paul Harber, Commerce, president; J. Kelley Simmons of Telfair and W. G. Sutlive of Savannah, vice-presidents; C. E. Benns of Butler and H. M. Stanley of Dublin, recording and corresponding secretaries; J. J. Howell of Cuthbert, treasurer.

The youngest member of the association is Miss Edith Wilson Harber, the eleven-weeks-old daughter of President Harber, who was unanimously elected to life honorary membership.

In the awards of cash prizes offered for the most attractive and effective weekly paper editions the following were the results: Cobb County Times, first prize, 100 per cent; Sandersville Progress, second prize, 73 per cent, and Monticello News, third, 72½ per cent, with honorable mention for the Metter Advertiser, Oglethorpe Echo, Hawkinsville Advertiser.

Monroe, Walton County, was selected as the next meeting place, and the neighboring city of Athens will coöperate with Monroe in making next year's convention as great a success as possible.

Interesting discussions marked the closing session, and the personal thanks of various Government officials, representing many departments, expressing appreciation of the work of the press of Georgia in the past year were heard.

Resolutions of tribute were passed in memory of the late Editor J. M. Huff of Wrightsville, and an enthusiastic vote of thanks was adopted in appreciation of the splendid entertainment given the convention by Wrightsville.

President Harber made a detailed report of his work as head of the association the past year, having made three trips to New York in the interest of advertising for the Georgia papers and done a world of loyal work in many lines for the members of the association.

In the round table discussion the new zone system of postal pay was vigorously discussed.

* * *

Outing for Californians

The officers of the Los Angeles County Press Association have arranged to spend a week at Camp Baldy beginning October 4th. The management will take care of the entire party of editors and their families and are planning various features to make their stay interesting.

* * *

Virginia Press Association

The thirtieth annual convention of the Virginia Press Association was held at Roanoke.

A Daily Section Committee was created for the purpose of bringing into the Association all of the daily papers of the state and arranging programs for succeeding conventions. This committee will also aid a committee representing the weeklies to buy paper in car load lots for distribution to the members.

The committee to complete the plans for the new section is composed of L. E. Pugh of the Newport News Daily Press, chairman; James C. Latimer, of the Staunton Daily News, secretary, and W. E. Thomas of the Roanoke Times and World-News.

The officers of the Association are: President, R. A. Anderson, Marion News; vice-presidents, M. T. Harrison, Dedford Democrat; R. C. Beazley, South Boston News; James C. Latimore, Staunton News; W. A. Land, Blackstone Courier; W. S. Copeland, Newport News-Press; secretary-treasurer, Charles B. Cooke, Richmond; historian, Mrs. B. G. R. Martin Orange Observer; Chaplain, W. R. Kennedy, Lexington Gazette.

National Executive Committeeman, E. G. Mosely, Danville.

Delegates to the National Editorial Association, H. P. Chapman, Roanoke Times; C. L. Snowden, Petersburg Progress; George O. Greene, Clifton Forge Review; O. W. Eans, Newcastle Record; George B. Keezell, Harrisonburg News-Record.

Executive Committee, W. McDonald Lee, Irvington Citizen; A. P. Rowe, Fredericksburg Star; R. A. Jemes,

Danville Register; J. L. Hart, Farmville Herald; Crosby Thompson, West Point News.

Charles B. Cooke, former president of the Richmond Evening Journal Company, and former president of the press association, was elected secretary to succeed James L. Hart, resigned, who had served in that capacity for twenty-three years. Mr. Cooke will also act as treasurer since the convention voted to consolidate the offices of secretary and treasurer.

On account of serious war conditions and shortage of labor, the boards of visitors of the Virginia Polytechnic Institute at Blacksburg and the Virginia School for the Deaf and Blind were urged to establish a linotype department for the purpose of training girls and women, as well as boys and men, to operate and repair typesetting machines.

The convention adopted a resolution protesting against the printing of column after column of Government publicity matter free of charge, in view of the present conditions in the newspaper industry, including shortage of labor, high prices of print paper, etc.

On the ground that "an exchange of newspapers and other publications is essential in the publication of both weeklies and dailies," the members petitioned as an association, the War Industries Board to rescind the "no exchange" feature of its paper conservation order as strict enforcement would mean an outlay of cash by the publishers for the necessary county, state, or other papers to be reviewed."

* * *

New Hampshire Publishers' Association

The following are the new officers of the New Hampshire Weekly Publishers' Association, elected at the meeting held at Pike:

President, W. B. Ranney of Penacook; vicepresident, R. J. McLean of Plymouth; secretary, Charles G. Jenness of Rochester; treasurer, A. B. Rotch of Milford; executive committee, E. W. Townsend of Salmon Falls, C. O. Barney of Canaan, F. E. Thayer of Woodsville.

* * *

Meeting of Publishers at New Haven

Publishers of daily newspapers of Waterbury, Bridgeport, Ansonia and other cities of Connecticut were represented at a preliminary meeting held July 24th at New Haven, for the purpose of considering a uniform raise in sale price to three cents.

The question of increased price was thoroughly threshed out. The unanimous expression is that every paper in the state not now selling for three cents should on a certain date go to that price.

* * *

Kentucky Press Association

The mid-summer meeting of the Kentucky Press Association was held at Crab Orchard Springs in July.

The principal address of the meeting was delivered by F. M. Sackett, state food administrator of Louisville. Mr. Sackett has received the heartiest support of the press of the state and voiced his appreciation.

The business session was held Friday, the meeting being in charge of B. F. Forgey, vice-president. Lieut. Col. R. J. McBryde of Louisville, president of the association, was unable to be present, military duties keeping him at his post.

The election of officers resulted as follows: President, D. M. Hutton of the Harrodsburg Herald; vice-president, B. F. Fogey; secretary, J. C. Alcock, Danville Messenger; chairman of executive committee, J. Nall Larue, Franklin Favorite.

Woodson May of Somerset declined the nomination for president and was elected to a life membership. He is the third Kentuckian to be so honored by the association the other two being Clarence E. Woods, formerly of Richmond, and E. Polk Johnson of Louisville.

* * *

New York State Press Association

At the closing session of the New York State Press Association, held at Rochester, Will O. Green was elected president of the organization.

The publishers recognized they needed a full-sized man to fill Gannett's shoes so they picked out Green, who was the owner and editor of a weekly paper in Cortland County when he was only eighteen years old. He bought the Monroe County Mail in 1886. Again he is president of the Fairport Board of Education, a member of the original Fairport Municipal Commission, which had charge of building the town electric lighting plant, and he is one of the organizers of the Fairport Chamber of Commerce and at present is a director in that body. Space is tight and the Government calls for the conservation of print paper, so there is no use detailing all of the newspaper activities that could be alluded to in connection with Green.

The other new officers are as follows: First vice-president, Gardiner Kline, Amsterdam Recorder; second vice-president, W. B. Sanders, Nunda News; third vice-president, Wallace Odell Tarrytown News; fourth vice-president, Frank Walker, Hamburgh Independent; fifth vice-president, W. V. Atwood, Groton Journal. Elais Vair of the Waterloo News was re-elected secretary-treasurer.

* * *

Central New York Publishers' Association

The meeting of the Central New York Publishers' Association was held this year at Pulaski.

The guests were welcomed by William Thomson, principal of the Pulaski High School. C. H. Skelton, president of the association, and publisher of the Canastota Courant, responded. Mr. Skelton supplemented his speech with some remarks and practical suggestions relative to rural newspaperdom. He made reference to the influence of the war, as it is serving to crumble social distinctions and to bind the people of the nations into a great universal brotherhood, uplifted by the hand of God, and which, with the combined influence of the agency of the press and the multitudes of patriots who are aiding in their varied ways, are writing on the walls of the Kaiser's palace the words that portend the crumbling of tyranny.

In Sandy Creek a couple of hours were spent in the printing establishment of F. Dudley Corse. This plant, embracing, as it does, four cylinder presses and others, modern folding and binding machines, a battery of three up-to-date typesetting machines, etc., was a revelation to the visitors, for how in a remote village such a business could be built up to a volume that called for $10,000 worth of paper in its storerooms seemed a great mystery.

The members and guests, numbering about seventy-five, went on a tour of inspection through Seaman's printing plant, after which a dinner was served in the Masonic Temple by the ladies of the Eastern Star.

* * *

Northern New York Press Association

The sixth semi-annual meeting and outing of the Northern New York Press Association was held recently at Clayton, New York, and Gananoque, Ontario, Canada.

Hugh Abbott, publisher of the Gouverneur Tribune, gave an informal talk on, "How to Eliminate the Cut-Rate Advertiser." L. C. Sutton, publisher of the Massena Observer, read a paper on, "Some Rules to Follow in Making Your Paper Show a Profit."

B. G. Seamans, publisher of the Pulaski Democrat, read a very interesting paper, giving many practical ideas on, "How to Reduce Costs in War Times."

Henry Holland of the Ogdensburg News, started the discussion on the new postal rulings relating to increased postage and the cutting off of free papers, including exchanges.

Garry A. Willard, publisher of the Boonville Herald, gave a most interesting review of the proceedings of the New York State Convention held at Rochester.

Three veterans of the Canadian Army addressed the editors during the session at Gananoque.

* * *

Wyoming Meeting Postponed

Owing to the small number of responses received from the Wyoming editors, the convention of the press association was called off. Shortage of help and the limited railroad service are believed to have made it impossible for the editors to leave their offices long enough to attend the sessions.

* * *

Columbia County (Wis.) Editors Association

The editors of Columbia County, Wisconsin organized a new association at Portage the first part of August, with the following officers:

Robert Leisch, Columbus, president; C. L. Coward, Lodi, vice-president; Harry Thompson, Pardeeville secretary, and F. E. Pinkerton, Portage, treasurer.

* * *

Long Island Press Association

The annual session of the Long Island Press Association was held at Rockaway Beach, and "business before pleasure" was the order of the day.

The morning meeting was devoted to the discussion of war-time problems confronting the newspaper men, the chief consideration being that of adopting a uniform basis of advertising rates for all papers on Long Island.

The editors were taken on an extended auto tour of the Rockaways, including a trip to the naval air station at Rockaway Point and Ft. Tilden. Upon their return a dinner was provided by the business men of Rockaway Beach.

D. W. Murray was unanimously elected president for the ensuing year, and Jas. E. Stiles secretary. Wm. McCarthy was re-elected treasurer; Francis Hong of Sayville, first vice-president; Vernon A. Williams, Hempstead, second vice-president, and Frank M. Marlow, third vice-president.

* * *

Oregon State Editorial Association

The annual three-day session of the Oregon State Editorial Association was held August 9, 10 and 11 at Marshfield.

The editors pledged themselves to do everything possible along the line of conservation of paper and discussed plans for coöperating in the Fourth Liberty Loan campaign. A committee appointed for this purpose consists of Elbert Bede, Cottage Grove; J. E. Shelton, Eugene; J. C. Dimm, Oregon City; E. B. Aldrich, Pendleton, and Fred Baker, Tillamook.

The following officers were elected: President, C. E. Ingalls, Salem; Edkar McDaniel, North Bend Harbor; Corvallis Gazette-Times; Vice-president, Secretary and Treasurer, Lloyd Riches, Oregon City Enterprise; Executive Committeemen, Bruce Dennis, Lagrande Observer, and E. L. Scott Roest Grove News-Times.

VISIT OF JAPANESE PRINTERS TO AMERICA

Mr. Y. Sawada, proprietor of the Nippon Printing World, Osaka, Japan, who also conducts an extensive printing business, invited the master printers of Japan to form a party to visit America in quest of information and inspiration. His invitaton was accepted by Messrs. Tetsutaro Nakamura, S. Nakamura (with Madame Nakamura), and M. Shimaya (editor of the Nippon Printing World), of Osaka; C. Kojima and M. Sakimoto of Tokyo, and C. Nishigaki of Kyoto. On August 1 the above gentlemen, together with Messrs. H. Koyama (son of the Printer to the Imperial Government of Japan) and S. Shima (a master printer), both of Tokyo, visited the central plant of the American Type Founders Company in Jersey City, where they were entertained at lunch. These gentlemen are the leaders in the printing industry

Japanese Visitors at the American Type Founders Company Plant

in Japan. Some of them speak English and it is significant of Japanese thoroughness, that all of them signed their names in the visitor's book in English characters, clearly written. Speeches were made in Japanese and in English, and the visitors exhibited a lively interest in the various processes of manufacturing.

Printing by occidental processes began in Japan in 1870. Today the industry is large and flourishing and the quality of the work, especially in color printing by photo-engraving, lithography and litho-offset, is remarkably good.

In honor of the visitors the Typographical Library and Museum prepared a special exhibition of Japanese printing, ancient and modern. Two of the vistors were pleased to find some of their own work in the collection of superior modern Japanese printing. The exhibition included, among many other items, a complete outfit of all the tools used in block printing, a Chinese-Japanese art of printing antedating Gutenberg at least a thousand

years; the first Japanese book printed with engraved movable character (1605); a file of the first Japanese newspaper (printed from wood blocks, 1865); a portrait and biography of Motogi Nagahisa, who introduced typefounding and printing into Japan in 1870; and a type specimen book of the Johnson Type Foundry of Philadelphia in which in 1860 the members of the first Japanese embassy to the United States signed their names when visiting that typefoundry. In 1872 the second embassy (the first representing the Mikado) visited the typefoundry and signed their names, and in 1908 the Imperial director-general of printing, Mr. Hatsutaro Koyama, added his signature. A photograph of the Japanese vistors and of the officials of the American Type Founders Company was taken as a memento of a very pleasant occasion.

TRADE-MARK MIX-UPS AND SUNDRY WAYS OUT

By L. W. Mida, President Mida's Trade Mark Bureau, Chicago *

IS your trade-mark your most valuable single asset in your business? It should be, if you are energetic and alert in selling, because such it is in the case of the marketers of the Ingersoll Watch, the Gillette Safety Razor and scores of other specialties.

Given a suitable trade-name for your product, can you compute the worth of that name in terms of a tidy fortune for each alphabetical letter in the word? If not, does it not occur to you that maybe you have been neglecting your opportunities? Many of the registered trade-names that have become familiar household words in America are conservatively valued at more than $1,000,000 per letter. That is not a mere sentimental value that attaches to them in the eyes of the owners. It is a cold business calculation of equity that has entered in when there has been a transfer of precious trade-marks incidental to the sale of a business and the transfer of its good-will or when expert testimony as to the value of trade-marks has been sought in connection with the hearing of trade-mark cases in the Federal courts.

"Kodak," "Uneeda," "Victor," "Ivory," and a number of other names to conjure with are accounted to be worth in cold cash from $1,000,000 to $2,000,000 per letter. Longer words and even combinations of words show the same high standard of value, for "Bull Durham" has been given a valuation of $15,000,000.

What makes these trade-marks so valuable? Advertising value or advertising prestige, it may be answered.

Given a less suitable or a less appropriate name, however, trade-mark valuation might never have been cumulative in the measure that it has been in these and other similar instances. The product might have been just as meritorious but weighted down with a less suitable "commercial autograph" it would probably had a less measure of success.

Consider "Crisco" or "Nemo," "Crex" or "Spotzoff," "Holeproof" or "Rubdry" and you will realize the importance of picking a trade-mark with an eye to its advertising value.

A trade-name does not have to be a coined word nor yet a catchy one to possess the advertising instinct. "Coca Cola" and "Ruberoid" and "Neolin" strike us by their novelty but, in reality their magnetism in sales dot not outpull such plain matter-of-fact words as "Eagle," "Beech Nut" "Royal" and "Quaker."

That elusive element, advertising value, lies not in the form of the word, its length nor yet in its degree of familiarity in the English language. Rather is it found in a combination of qualities which the expert in this field can readily recognize or even create but which he finds it difficult to define.

To be susceptible of advertising value a trade-mark must conform to various technical considerations. For example, it must be readily pronounceable—roll glibly off the tongue—lest the public fear to be made ridiculous in asking for it in the stores. Similarly it must lend itself readily to advertising display in all manner of mediums. The list of qualifications might be extended almost indefinitely and yet the chances are that not one of the important requisites would have suggested itself to the every-day business man.

Here, then, you have the reason why special advice and expert counsel are so desirable if you fain would pick a trade-mark that is to come in time to have the coveted advertising riches.

Only the specialist of wide resource is qualified to give worth-while aid under such circumstances. The question at issue is much more complex than the mere conundrum of whether or not a proposed new trade-mark encroaches upon a mark already registered or in use. There may be present no suspicion of similarity to any existing mark that would bar a new entrant from a place on Uncle Sam's trade-mark register and yet out of his special knowledge the expert may realize that the advertising value of a proposed mark has already been pre-

*[It is with this old-established Bureau—the largest in America—that this publication has arranged to furnish Free Searches of Trade Marks for our advertisers and paid subscribers.—Editor.]

empted and that it is best to turn in another direction for an original idea rather than to face a prospect of love's labor lost.

In the case of a coined word that is to acquire in time, through advertising, a sizeable valuation, there is an additional, an almost imperative need of advice and caution at the outset of its career. The coined word may be adopted into our language and thus lost to its creator as an exclusive possession unless he proceeds with care. "Kodak" is applied to all hand cameras, "Pianola" to all player pianos and "Victrolas" to indiscriminate talking machines—a tribute to the advertising power of a popular trade-mark.

Worse yet, the business man who has no one to guide his steps in the early stages of a "campaign" may commit the capital business crime of adopting as his sole trade-mark the name of a patented invention, only to rue bitterly his fate when the patent expires and his advertised trade name is thrown into the public domain. Consider what expert counsel at the crucial period might have saved the originators of "Celluloid" and "Featherbone."

No less in the case of a pictorial trade-mark design than with respect to a coined word is the stitch-in-time policy to be commended to the business man who is setting out to build advertising value in a trade-mark. For example, only the expert who has watched the passing procession of trade-marks through the years is qualified to predict intelligently whether there is danger in the adoption of a pictorial design that may be affected by changing fashion or world progress. The primitive talking machine from which issues "His Master's Voice," the Baker Chocolate lady and the Quaker of "Quaker Oats" have defied the lapse of time, but how many another once-suitable trade-mark has been made ridiculous and has lost its advertising value because it portrayed style or form that became obsolete.

Just as the builder seeks for a mighty structure a foundation especially well grounded or anchored upon the solid rock, so will the business man who aims to build for the future in advertising value of his trade-mark take the precaution of a most thorough preliminary search of unregistered as well as registered marks.

For the merchant who merely uses a trade-mark as a private brand for restrictd trading in one store the discovery that he is unwittingly poaching upon the property of another may be annoying rather than costly. For the national advertiser, who adopts a trade-mark hastily to repent at leisure, it may well prove a tragedy if he finds himself unintentionally guilty of infringement or duplication after hundreds of thousands of dollars have been spent for advertising space. It is indeed poor economy, under such circumstances to refuse the money necessary for an intensive search.

Just as the most complete possible search of registered and unregistered trade-marks is to an advertising campaign a prelude that must be accounted no more than necessary insurance so is it important that once a trade-mark shall have started to gather advertising momentum it shall be protected by the most efficient vigilance service. The owner of an advertised trade-mark has in his keeping a property entirely too valuable to justify only such protection as he can afford incidental to the other interests that claim his attention.

The twentieth century man of affairs does not rely solely upon steel safes nor yet upon the sprinkler systems that give fire protection. He supplements these excellent safeguards by systems of alarms and armed watchmen that bring in the invaluable human equation for sentinel service. So it should be with the advertised or the to-be-advertised trade-mark. No merchant, manufacturer, or producer, however wide his horizon, however extensive his connections through agencies, branch houses or traveling salesmen can hope to be able to survey with unflagging vigilance the whole trade field wherein might spring up imitations that would insiduously but surely undermine the value of his advertised trade-mark.

As well acknowledge that the advertised trade-mark is in literal truth a shining mark for the imitator, the counterfeiter, the camp follower of the business domain. The unknown trade-mark, however meritorious in design, attracts not the man who would reap where another has sown. It is the advertised trade-mark, that has reared good-will expressed in a continuous demand in huge volume for the goods with which it has been identified, that tempts the trespasser.

It is not merely because infringing trade-marks are more numerous in the case of an advertised trade-mark that its owner needs the help of professional vigilance, though this is an important consideration as may be appreciated when it is related that the National Biscuit Company has had to take action in the case of more than four hundred different infringements of its well-known brands. On top of this need for eternal vigilance of far-reaching scope is the need for prompt warning.

Every day, every hour, that an infringing

trade-mark is allowed to go on its way simulating an established and esteemed insignia of trade and aiding the wiles of the "substitutor" or the "something just as good" salesman it means loss of sales for the pioneer in the field and worse yet, loss of prestige for his trade-mark and his product. The only salvation for the owner of a valuable advertised trade-mark lies in prompt warning of the appearance of an interloper. One such warning that facilitates the nipping in the bud of an underhand competitive scheme is assuredly worth the cost of Vigilance Service for a term of years.

From one dangerous pitfall, the experienced trade-mark advisor may safely lead the ambitious advertiser. Without such guidance the seeker after a trade-mark of advertising eminence will be likely to waste much money in fees at the United States Patent Office. That he is spared such expense is due to the realization of the trade-mark specialist that a mark must be a trade-mark first and an advertisement afterward. Left to his own devices the average, eager advertiser will attempt to put the cart before the horse. Only at an expenditure of valuable time and considerable money will he learn that no mere advertisement may be registered as a trade-mark; that his registered trade-mark may become in time the most effective of all advertising copy but that, at the outset, his selection must be merely a suitable mark to identify the origin of goods.

Here, then, is where we find necessity for the foremost function of the expert who has qualified by decades of service in a trade-mark bureau—namely, the exercise of that dual ability to discern, in a trade-mark, eligibility to registration and at the same time to foresee whether the mark that has been selected is likely to acquire advertising prestige even as a snowball attains volume in rolling down hill.

Pre-eminently this diagnosis of the advertising value of a trade-mark should be made at the inception of the trade-mark idea—before the name or design has even been submitted for registration. It is a comparatively simple matter, usually, to make necessary changes in the trade-mark that has been weighed and found wanting in prospective advertising value. It is costly—perhaps prohibitively costly—to try to correct defects in a trade-mark that has been discovered to be lacking in advertising punch after it has been registered and its use has become current in the marts of trade.

With the passage of the past few years there has come an important new trend in commerce and industry that has opened to the trade-mark bureau broader opportunities for service, alike in search, registration and vigilance. A large share of business America is now following in the footsteps of Heinz of the 57 varieties and Armour of the myriad by-products. The tendency of the times is toward the exploitation of a "family" of products rather than advertising concentration on a single specialty. Seldom though does an advertiser introduce at the outset of his career more than one product. Hence we find a definite need for the skill of the trade-mark specialist gifted with imagination, the expert who can provide for registration and invoke protection with reference not merely to the goods immediately involved but with regard to the expanded line for which it may, one day, be desired to capitalize the advertising prestige of an honored "family name."

[To be Continued]

RECENT LINOGRAPH INSTALLATIONS

The Linograph—known as "The Really Simple Typesetting Machine," has been installed in a number of plants recently, regardless of "dog-days" and war conditions. Recent shipments reported by the Linograph Company were as follows:

C. E. Coyne, Times Printery, Ft. Pierre, S. D.; Sztandar Polski Publishing Co., Bay City, Mich.; W. N. Thompson, Milo Motor, Milo, Iowa; C. B. Robertson, Follansbee Review, Follansbee, W. Va.; A. W. Schimpff, The Advertiser, Collinsville, Ill.; Herbert-Journal Printing Co., Evansville, Ind.; John H. Craig, The Ledger, Tripp, S. D.; Trygve M. Johnson, Seven Machines, Kristiania, Norway; Elmer B. Kingsburg, The Journal-Leader, Ponca, Nebraska; Gibbard Printing Co., The Leesburg Journal, Leesburg, Indiana.

* * *

AN ACCIDENTAL TEST OF STABILITY

In a recent article describing the removal of its plant to a new location the Herald-Republican of Salt Lake, Utah, says, "By the way: One of the Herald Linotypes fell two floors to the basement when being hoisted to the present location. It hit twice on the way down and the only damage done was a bent cam roller and broken glass. Rather remarkable." The Linotype has been put to many tests purposely and accidentally, but the severity of this breakage test has rarely been equalled.

A PRACTICAL WAR AID SUGGESTION

Every manufacturer wants the backing of the War Industries Board—The War Industries Board wants the coöperation of every manufacturer.

Manufacturers are asked to cut out all non-essential labor—to employ women wherever possible. The Sinclair and Valentine Printing Ink Company suggests that the printer can help the Paper and Ink Makers by ordering standard goods—stock goods.

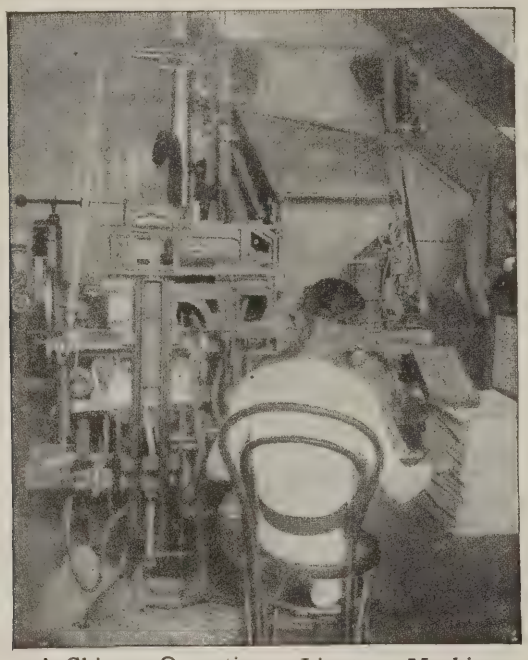
In the ink industry there is a great scarcity of trained mill-hands and color matchers. Therefore, it is to the advantage of all concerned that the printer order those inks that are most easily produced.

Bear this in mind when placing your next order and in that way coöperate with the War Industries Board.

FORMER PRESIDENT OF THE N. E. A. WITH THE COLORS

Mr. P. V. Collins, formerly of Minneapolis, Minn., and the Nineteenth President of the National Editorial Association, is now with the colors in France in a responsible position.

This information was secured through Wilbur N. Wingman, General Secretary of the American Protective Tariff League of New York, whose headquarters are at 339 Broadway. Mr. Wingman offered no further information concerning Mr. Collins' location, but he doubtless could secure it upon solicitation if the reader is sufficiently interested to make further inquiries.



A Chinese Operating a Linotype Machine

REPRINT FROM "THE PUBLISHERS' AUXILIARY," AUGUST 31, 1918

Editor Herbert Has Heir

Chicago—Mr. and Mrs. Benjamin S. Herbert of Ravenswood, a suburb of this city, have been receiving scores of congratulatory messages from newspaper friends over the birth of a nine-pound boy, August 25th. Mr. Herbert is editor of the Ravenswood Citizen and of the National Printer-Journalist and is a member of the committee named at a recent meeting in Chicago to represent the country newspaper publishers in their conferences with officials of the war industries board.

RECENT PURCHASERS OF LINOTYPES

Guernsey (Wyo.) Gazette; Wilson (N. C.) The Co-operator; Cando (N. D.) Record; New York (N. Y.) Henri Rogowski; Jefferson (N. C.) Recorder; Cleveland (Ohio) Jewish Daily World; Washington (D. C.) Military Intelligence Branch, War Department; Prescott (Ark.) News; New York (N. Y.) Evening Post Job Printing Office; Stuttgart (Ark.) Booster; Corsicana (Texas) Democrat & Truth; Macon (Miss.) Beacon; Williamsville (N. Y.) Amherst Bee; New York (N. Y.) The Stamis Press; Waco (Texas) News-Tribune; St. Cloud (Minn.) American Wax Engraving Co.; Lathrop (Mo.) Optimist; Flora (Ind.) Press; Oak Hill (Ohio) Press, Williamstown (Ky.) News; Mason City (Iowa) Globe-Gazette; Johnson City (N. Y.) Record; Harrisburg (Ill.) Register; Philadelphia (Pa.) Inquirer; New York (N. Y.) Evening Post Job Printing Office; New York (N. Y.) The Headlight; Chicago (Ill.) Eritassard Hayastan; Ukiah (Cal.) Times; Okanogan (Wash.) Independent; Grapeland (Texas) Messenger; Fresno (Cal.) The Siswan; Chicago (Ill.) United Agency; Grand Rapids(Mich.) The Dean-Hicks Co.; Montclair (N .J.) Times; Richmond (Va.) Times Dispatch; Bartlesville (Okla.) Enterprise; Brooklyn (N. Y.) Peerless Pattern Co.; Rockford (Ill.) Morning Star; Chicora (Pa.) Turf Printing Co.; Winston-Salem (N. C.) Union Republican; Akron (Colo.) News; The Methodist Book Concern; Lambertville (N. J.) Record; Sylacauga (Ala.) Advance; Cairo (Ga.) Progress; Batesville (Ind.) Herald; Spring Hill (Kan.) New Era; New York (N. Y.) Louis H. Ehrlich; San Antonio (Texas) Express; Herman (Neb.) Record; Monona (Iowa) Leader; Piedmont (Mo.) Banner; Meadville (Pa.) Tribune Republican; Baltimore (Md.) St. Mary's Industrial School; Morgan (Minn.) Messenger; Sunbury (Pa.) Daily; New York (N. Y.) The Beekman Press.

N. P.-J. INDISPENSABLE

Mr. W. L.West, Editor Polk County Enterprise, Livingston, Texas, in sending renewal for subscription to the magazine says, in a letter dated August 31st:

Find enclosed check for $2.00 on First National Bank of this city to pay my subscription from August, 1918 to August, 1919. We find the National Printer-Journalist an indispensable journal and we cannot run our office without it. Was sorry that I could not attend the meeting of the N. E. A., but read the proceedings of the meeting with interest in your valuable publication."

FORMER EMPLOYEE OF N. P. J. INSTRUCTOR OF PRINTING IN MONTANA HIGH SCHOOL

Mr. O. G. Wood, a former employe of the National Printer-Journalist, was the first to obtain a certificate to teach Printing in the State of Montana and is now Instructor of Printing in the Junior High School in Butte, Montana.

Mr. J. F. O'Donnell is the Miller Saw-Trimmer Company's Representative for the States of Michigan and Indiana, and he respectfully solicits an opportunity to discuss the wonderful accomplishments of and the handsome profits realized by many of the printers in these states now using Miller Saw-Trimmers and Miller Platen Press Feeders. A request to the home office to have Mr. O'Donnell call will hasten his intended visit to any plant.

* * *

The J. W. Butler Paper Company has recently issued a sample book showing their new lines of Puritan Quality Business Cards for Men. Four sizes are shown, each in three finishes and the samples have been printed from type to suggest the possibilities of the use of pasted Wedding Bristols for fine cards.

Everyone uses either personal or business cards and the Butler Company believes that individuals everywhere will appreciate cards of finer quality than are ordinarily produced. Printers may show this exhibit of cards to the business and professional men and will certainly obtain many profitable orders. The prices for these cards are very reasonable in view of the fact that only hand-pasted wedding bristols are used in their manufacture.

Additional copies of the books for the use of salesmen may be obtained upon application.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order.

WANTED—EXPERIENCED CIRCULATION MANAger who can go in the field and build and hold circulation and agents. Evening daily in city of 50,000. Address by mail, giving references and experience, The Republican Publishing Company, Hamilton, Ohio.

A COLD SIMPLEX STEREOTYPING OUTFIT produces finest book and job plates, and type is not in danger of ruin by heat; also easy engraving method costing only $3.00 with materials, by which engraved plates are cast in stereo. metal from drawings on cardboard. ACME DRY-PROCESS STEREOTYPING.—A new process for fine job and book work. Matrices molded in a job press on special matrix boards. Easiest of all stereotyping processes. Catalog on receipt of two stamps. HENRY KAHRS. 240 E. 33d St., N. Y.

THE VAN BIBBER ROLLER CO., 426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

ENGRAVED Cards & Wedding Invitations

OUR PRICE LIST SHOWS 82 STYLES OF ENGRAVINGS FOR SOCIAL & BUSINESS PLATES AND DIES, GIVES PRICES ON CUTTING DIES AND EMBOSSING ALL COMPLETE SO YOU CAN EASILY FIGURE OUT YOUR ORDERS. ALL PRICES QUOTED ARE SUBJECT TO 40% DISCOUNT TO THE TRADE.

AMERICAN EMBOSSING CO., 192-94 SENECA ST., BUFFALO, N. Y.

Your Prospective Customers

are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 6000 different national Lists, covering all classes; for instance, Farmers, Noodle Mfrs., Hardware Dlrs., Zinc Mines, etc. *This valuable Reference Book free.* Write for it.

Strengthen Your Advertising Literature

Our Analytical Advertising Counsel and Sales Promotion Service will improve both your plan and copy, thus insuring maximum profits. Submit your plans or literature for preliminary analysis and quotation—no obligation.

Ross-Gould Mailing Lists St. Louis

The Printing Art

"The Fashionplate of Printerdom"

THIS MAGAZINE is issued monthly in the intesests of printers, publishers, designers, engravers, advertising men and others. Its articles relate to the constructive phases of printing and advertising. It conveys information of real value and interest. It presents regularly the new things in type, design, colorwork, the reproductive processes, and other features of the graphic arts. The exhibits include examples from the leading publishing houses, printers and engravers, and afford the most comprehensive showing ever made of American printing and engraving. The size of The Printing Art is 9 x 12 in. It has over one hundred pages every month. The annual subscription price is $3 in advance; single copies, 30 cents. Foreign price, $5 per year, including postage. Canadian subscriptions, $3.75 per year.

SPECIAL OFFER

In order to acquaint you with The Printing Art, send 10 cts in postage and mention this advertisement and we will mail you a specimen copy.

ISSUED BY

THE UNIVERSITY PRESS

CAMBRIDGE, MASS.

Stimulating Production!

A pamphlet that tells how to apply the bonus system to print-shop work.

It is short, clear, and complete.

It will give you new ideas worth many dollars.

25c the Copy
(Postpaid)

Or we will send it free with a year's subscription to the National Printer-Journalist,—the oldest printers' magazine but the one with the newest ideas.

The National Printer-Journalist will give you more money-making information about running a printing business for profit than you can get anywhere else. It costs but $2.00 the year. Subscribe NOW.

Procrastination is the thief of time and money. Write right away!

The National Printer-Journalist

A Magazine of Management and Manufacture

Chicago, U. S. A.

QUICK ON

Megill's Patent
SPRING TONGUE GAUGE PINS
$1.40 per doz. with extra tongues.

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From us or your dealer. Free Booklets.

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DOUBLE-GRIP GAUGES
$1.50 set of 3 with extra tongues.

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As changes are made, and new officers elected, Secretaries will aid the cause of organized Association effort by sending the information to the NATIONAL PRINTER-JOURNALIST, the official organ of the National Editorial Association.

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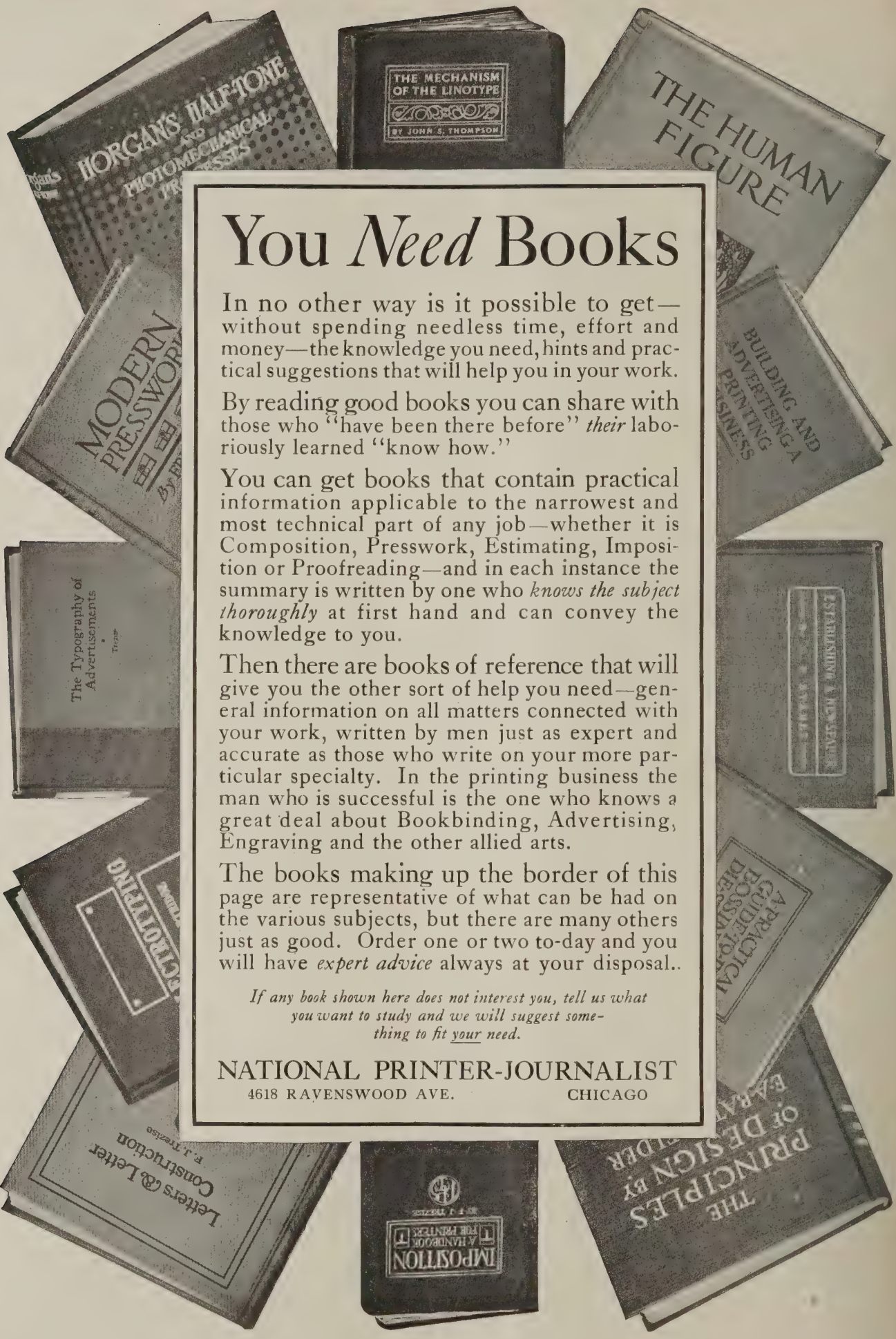

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A JOURNAL for PRINTING and ALLIED TRADES

VOLUME THIRTY-SIX CHICAGO, ILLINOIS, OCTOBER, 1918 NUMBER TEN

THE STRIKE IN THE BLUEBELL BANNER OFFICE

A Tale With a Moral, by Edgar White, Macon, Mo.

"It's just this way, Mr. Holman," said the foreman of the Bluebell Banner, an expert printer, a man who had grown gray in following his trade, and who had a reputation of being the most competent ad man and job printer in town; "we can't live on the wages we're getting. Everything has advanced—you know that. The office has lots of work on hand; is doing a good business, and we feel that we ought to have more money."

"Is this a strike?" asked Mr. Holman quietly, as he took out his handkerchief and thoughtfully rubbed it over his nose glasses.

"We don't care what you call it," returned the foreman, fancying that the proprietor was sneering at him. "There is work for us at other places at the rates we are asking of you, and if you don't come across, why, we'll simply take these other jobs," and the foreman looked at his assistant and the other three printers, who nodded.

"You think the office can keep on running at the advanced wages you ask?" asked the proprietor.

"Aren't we crowded with work?" demanded the foreman.

"Yes."

"And aren't you getting increased prices for it?"

"Yes."

"Then tell us why we oughtn't to have more money for our work?" asked the foreman triumphantly.

There was a change then in the ordinarily mild-looking face of the proprietor. It hardened a little and there was a threatening light in his eyes.

"I would like to give you men what you ask," he remarked quietly.

"Then why don't you do it?"

"Because you're not worth it!"

"Not worth it?" angrily retorted the foreman. "Haven't I been here for twenty years and given satisfaction all that time? If I'm not worth it I'd like to know who is!"

"I'll grant you are a good man, Jim," returned Mr. Holman in a clear, even tone; "in a way you are the best man I ever had, but you haven't grown to meet conditions."

"I don't understand you."

"Well, you have just told me that the cost of living has increased; that workmen have to have higher wages to live. I grant that is true; you've also said, as a justification for your increase in wages, that the office is crowded with work, and that we are getting more money for it than we used to, that is true."

Mr. Holman paused and the foreman looked at his fellow strikers with a grim smile; his expression told them that he had made his case and the proprietor had been driven to admit it. But he hadn't heard all Mr. Holman had to say.

"With conditions as outlined it becomes the duty of the foreman to appraise them so as to yield results—to make money for the office," explained Mr. Holman. "This you have not done. We are not making as much now as we did in years gone by when prices were lower. We ought to be making more, Jim, the reason we are not rests with just one man," and he looked at the foreman steadily in the eye. The foreman shuffled his feet uneasily.

"If things in this office will run right the foreman and all his men will be drawing larger wages and the office will be making more money. You are pursuing an old-time method to meet modern conditions. I have often intended to speak to you about this matter, but I didn't like to interfer with your department because when I made you foreman I told you that you alone should be in supreme command back there. You remember?"

"Yes, sir."

"I used to be the foreman of a printing office myself," Mr. Holman went on; "and I worked for a man who was constantly coming into my department and interfering. He was a regular nuisance around the shop. He had no practical ideas of printing and every man there knew it. That's why I resolved that if fortune ever favored me with the control of a printing establishment that I would not interfere with my foreman if he were a competent man. It is with the greatest reluctance that I am now telling you where the fault lies in your department. The way things are now the office cannot possibly make money when you and other high-priced men lose time in feeding presses, a job that a good boy might be trained to do. I know that you are particular about the printing, the register and all of that on this high-class work, and feel that no one but yourself or your assistant can do the presswork properly. But when you find this is an economical mistake it seems to me that it is up to you to get around it by selecting a cheaper man and training him.

"For a long time the forms were lugged down to the pressroom by men, and after the men got tired of that you had them carry the metal down on galleys. The stairway is long and tiresome and the physical labor required of the men to do that manual toil destroys their efficiency for more important work."

The foreman looked surprised.

"Then how would you get the metal to the press?" he asked.

"Think," suggested Mr. Holman.

"You might cut a hole through the floor and use a hand elevator."

"To be sure you could," approved Mr. Holman. "Why don't you do that?"

"It would cost money."

"It would save money," returned the proprietor, "and out of that money saved you boys might be paid more for your work. Then here's another thing, Jim; I speak of this with a great deal of reluctance, but as long as we are in this thing, we might as well get down to brass tacks. The other day Billy Jones of the Tarrytown Eagle came over here to visit his folks. He called at our office and I noticed that you devoted an hour or an hour and a half a day talking to him in a social way and that he also took up a great deal of time of the other men. Now, Billy is a sociable chap and he likes to talk when among his old friends, which is perfectly natural, but you know, Jim, as well as I know that the office isn't making any money while the printers are entertaining during work hours."

The foreman flushed.

"Billy hadn't been home for a great many years and we were all glad to see him," he defended.

"Of course, but why couldn't Billy see you fellows as well after working hours?"

"You used to didn't object to us talking with our printer friends," reminded the foreman.

"No, nor do I object now," said Mr. Holman. "I'm just telling you a few little things that make it impossible for the office to raise your wages. You are not demanding more money for entertaining your friends, are you?"

"Of course not."

"Another thing that causes lots of lost motion in this office is leaving the rollers stand on the job presses. That makes it necessary to do more washing up when you have a particular job. That means time wasted. The rollers should be kept in a box where the air could get to them, but where the dust from sweeping out would not reach them. In the old days this was not so essential, but it is now because the price of new rollers has gone up amazingly. Three mornings this week the linotypers, who work by the week, had to wait an hour for the metal to get hot."

"The janitor was sick."

"I understand he was," returned Mr. Holman, "but it looks to me like some way could have been found to have had the machines ready when the men came to work."

"What would you have done?" asked the foreman curiously.

"Think," again suggested the proprietor.

"I might have left the key with the night watchman and asked him to light the gas."

"To be sure. But I am not going on with any further observations. I think you boys catch the drift of what I am driving at. It's up to you entirely as to what your wages will be. If you get results the office will be glad to pay. I'll get the business. Just forget the way you did things six or eight years ago and adapt yourselves to today's conditions. Remember, that there are just sixty minutes to an hour and that every one of those minutes will count in the increasing of your wages. As for you, Jim, your wages will depend more on your thinking than on your actual labor. I want a foreman who knows how to sit down with a problem of cost and work it out satisfactorily. You can't shoulder everything on the customer and excuse it on the ground of the increased cost of labor and material. The justification for the price of a job is upon good workmanship, honest industry and a practical operation of the plant. It wouldn't be fair, for intance, to charge the customer with a loss of time and the power of one man for carrying type metal up and down stairs when a little change of method would practically eliminate that cost.

"Think! That's the answer. No man can afford to pay you big wages unless you are willing to think for him, no matter how many jobs seem to be open to you. It's up to you boys to make your jobs here the best paying ones in town—not to me. I am glad you called and that we have had a chance for this friendly little talk."

The strike was called off.

PRINTING TEACHERS' CO-OPERATIVE BUREAU

The Coöperative Bureau of the International Association of Teachers of Printing, is planning a series of articles dealing with methods of teaching printing. These will be issued in ten installments and will be mailed to registered members during the school year.

The first bulletin, ready September 1st, will contain the details of one of the courses of study submitted to the Convention of the International Association of Teachers of Printing held at Newark, N. J., last March. At this Convention there was presented a new method of teaching typesetting, which marks a decided advance in the methods of instruction now followed in the average school print shop. The system originated with Harry W. Osgood, Printing Instructor at P. S., 24 Jersey City, N. J.

The new course created much favorable comment at the Convention and is now being tested by several Printing Instructors in New York schools. The work turned out by Mr. Osgood's pupils has attracted a great deal of attention and he is considered one of the most successful men in this work in the State of New Jersey. Previous to his employment by the Jersey Board of Education, Mr. Osgood was for several years connected with the Specimen Printing Department of the American Type Founders Company.

Arrangements are being made with other capable instructors for material covering the following subjects: Courses of Study, Instruction Papers, Lesson Sheets, Printing Exercises, Class Talks, Use of the Stereopticon and Projectoscope in the school Print Shop, Linoleum Block Printing, the School Magazine, How Printing can be correlated with academic subjects, organization of the Printing Class for Shop Work, Examination Questions, Minimum Requirements for Graduates, etc., etc.

Joseph A. Donnelly of 444 W. 57th Street is conducting a Printing Teachers' Coöperative Bureau and will be glad to answer all inquiries concerning this branch of the work.

WAR PROBLEMS AND THE PRINTING BUSINESS

Address by Fred W. Gage, Battle Creek, Michigan

Delivered before the Annual Convention United Typothetae of America, September 25, 1918

THAT the consideration of this topic and the resulting discussion has been left for practically the conclusion of our Convention program is perhaps significant. For whatever may have been planned and discussed here is of necessity vastly overshadowed by that world-wide topic, THE WAR.

So it is eminently fitting that we review a few of the special problems growing out of war conditions which most closely affect the printer, and by informally "cussing" and discussing them, come to a better mutual understanding of their significance.

As to how these problems may be met, there will doubtless be a diversity of opinion even as there is a noticeable difference to their effect on various sections of the country.

But on one certain proposition, that the Huns,—the mad dogs of Europe,—must be thoroughly and absolutely licked to a finish, I am proud to believe we are a unit! Certainly no industry has shown itself more solidly American, in all that the word implies, than has the printing and publishing industry.

I need not rehearse here the part taken by printers and publishers,—great and small,—in the Liberty Loan campaigns, the sale of War Savings Stamps, and the various "drives" for raising money for the many laudable and needful war movements.

It may not be amiss, however, to quote from that master organizer, Chas. E. Schwab, addressing the Associated Advertising Clubs at San Francisco, in July,—these words of appreciation applying to the entire printing fraternity:

"Advertising as a great factor in winning the War is winning its fullest recognition. Using the phrase of an other, may I say you have been quick to conceive and understand that the Government's business in this time of war should have the right of way and that all private business should be carried forward in full recognition of the fact that the Government business of War should be paramount."

And it is no secret that the printer, as a rule, has been totally unable (even had he so desired) to qualify in the "profiteer" class. Too long has he been obliged to feel content with profit expressed in one single figure!

Quite on the contrary he has within the past year or so, seen his most profitable customers leave him over night. In the "good old days" the business would have been brought back by meeting the other fellow's price and going him one better.

But when a big manufacturing concern which previously has expended a tidy sum yearly for catalogs, booklets, price lists, etc., goes to work for Uncle Sam, mighty little advertising matter is needed or ordered. The enormous automobile industry will doubtless be in this class in a few short months.

Other influences, the direct result of war conditions, have tremendously reduced or totally eliminated the use of printed matter in hundreds or thousands of other ways. In the vast majority of such instances there is no redress unless it be the scant satisfaction of joining in the well-known and popular chorus—"Damn the Kaiser"!

Fortunately, in many instances much of the business of this sort,—suffering as our medical friends would say, "suspended animation,"—has been succeeded by other forms themselves directly the product of war conditions.

Yet there remain many problems, some of which are acutely left, to confront the printer, although in all probability our industry is no more severely nor injuriously affected than are hundreds of others.

Doubtless we as yet know little of war's hardships as compared with the printers in France and England, and Heaven grant that we may have no four years' baptism of fire and blood through which to learn! As a nation we have for years been notoriously wasteful and lacking in thrift, hence some of the things made necessary by war conditions, and entailing some degree of seeming hardship, are perhaps but a salutary and needed lesson.

Tremendous as will be the price we pay, it will be worth all it costs if as a nation, an industry and as individuals, we learn not to despise but to admire and cultivate the little economies and seemingly insignificant habits of thrift which for illustration made it possible for France to pay a war indemnity since 1871 which Germany had purposely levied at so astounding a figure that permanent national insolvency was expected to result;—this same France, which while paying this vast indemnity maintained a military organization so quickly mobilized that it stopped the Kaiser in his mad rush on Paris and held him until our British cousins came to help push him back.

Now quite rightly you may be thinking, "what has all this to do with the war problems of the printer." And here is, in a degree, the answer,—that after all, we as printers have so far gotten off pretty easily,—mighty well as compared with some.

Perhaps this may be construed as cold comfort, but really men and brethren, just compare your loss today with that of the printers of stricken Belgium, or poor, blinded, ignorant, desperate Russia, to say nothing of those of France, England or Italy.

Why, fellows, by comparison we actually in the well known vernacular, "have no kick coming" but ought really to rejoice that we bid fair to eventually profit by our present slight hardships.

Take for instance the paper situation, and the regulations recently issued. The pledges we have all signed and sent to the various jobbing houses or mills; merely state in concise form what should be the earnest desire of every printer—stop waste.

For example, which one of us has not at one time or another marveled at the (almost) pestiferous number and duplication of expensive sample books of bond and other papers which reached his desk, perhaps vaguely wondering what it must cost the paper manufacturer, and incidentally realizing that the consumer must be the ultimate goat in "paying the shot."

Now comes our friend Donnelley in his role of mild and beneficent dictator, and pretty effectually squelches that evil.

Personally I have in mind a few other evils in the paper situation which also might well be squelched,—such as the alleged comic supplement,—but in the main I believe we are all agreed that the paper conservation rulings have been thoughtfully and carefully worked out, with a view to working the least possible hardship to all concerned.

Closely related to the paper situation is that of inks, and here I am forced to admit that the Federal Trade Commission, in its ruling of last winter, hit a body blow at some of the most time-honored customs of the craft.

Imagine, if you can, the terrible hardships which have been patiently,—nay, almost silently,—borne by the erstwhile wily ink salesman, in introducing his wares into the various pressrooms without the aid of "wine, women or song," or even samples of "steel engraving" pressed into not overly-reluctant palms! 'Tis a spectacle to make the gods weep, yet undergone in a spirit of recognition which, if not absolutely pathetic, was apparently so benumbing in its influence as to preclude these same ink men from a promised participation in our splendid Three-Year Plan of national organization and education.

To these silent sufferers we tender our sincerest condolence.

As to the type and machinery men, I imagine there is little to say. Being real business men, they have had the good sense to withdraw discounts and substitute plus percentages in their place a proceeding which the average printer might well have followed to his great advantage.

But as to LABOR,—here is where I commence to feel real "riled." For the average printer has for years been digging the pit into which he has fallen, and regarding the depth of which he is now making such a doleful lamentation.

"How"?—do you ask? By his studied indifference to the vital subjects of apprenticeship and Trade Education.

With all too few exceptions, the employing printers of the country have either entirely dodged all sense of responsibility in these matters, or have shrugged their shoulders and said, "Let George do it."

As a result, when a relatively small percentage of their workmen were taken into Uncle Sam's service (one Western State, Wisconsin, found by careful survey that the percentage did not exceed ten), there were almost no trained (or even partly trained) apprentices to fill the vacancies.

Immediately these short-sighted employers did the next most foolish thing possible under the circumstances, began to steal (or secure by unwarranted wage increases) the employes of their competitors, quite without regard to any of the amenities of ordinary business courtesy.

In retaliation, the bitten one would bite back, with the result that bitter enmities have been created, and in many instances wages have been pushed up unreasonably. In this particular, war is all that General Sherman said it was.

Now I am not in any wise disposed to ignore labor's legitimate demands. We all know from experience that the cost of living has gone skyward, and wage increases—good and generous ones, too,—were inevitable. But when job compositor Bill Jones, previously well paid by Printer Smith at the rate of $24.00 a week, is cajoled into leaving his job by an offer of $26.00 from Printer Brown, only to have $28.00 offered him by Smith if he will return, or possibly hears of $30.00 waiting for him at Printer Inkwell's,—why, it is inevitable that said compositor Jones is going to get a mighty fine opinion of himself!

Right here is where a good, tight local Typothetae can measurably relieve the situation. Not by any concerted attempt to keep wages down, but by members honestly refraining from bidding against each other, or from actual stealing of employes.

It is positively pitiful that such a small handful of men, relatively speaking, as are the employing printers in any given community, find it so hard to get together, stay together or maintain confidence in each other. Perhaps these rather unpalatable experiences were needed to bring us to our senses.

That such abnormal conditions as those with which we are all surrounded at this time should bring in their train, grave injustice and apparent bitter wrong, would be expected.

For instance, it is believed by many that much of the enormous quantity of printed matter needed by the Government and outside the capacity of the Government printing office has been awarded to favored localities or individuals,—perhaps more orders going to the lithographers than printers deem necessary.

This may be so and this is one of the things which may well be discussed here today.

There are also some cities where the labor problem is far more acute than in others. The employment of women seems to be one clearly indicated measure of relief. Under what conditions this can best secure the desired results, is also a matter open to discussion.

I believe the paper situation must be left to work itself out, with possible further regulation as needs develops.

Unquestionably there are other problems in addition to those I have touched on: and please do not think,—any of you,—that I underestimate, or have any desire to treat the situation lightly.

On the contrary, there is ample reason to believe that with many of our members, these war problems are exceedingly grave, and we know not how much worse ones may confront us should the war be prolonged for two or three years, as many believe probable.

Let us not forget that our national organization, alive to the situation, has appointed a War Service Committee, comprising some of the best-posted and most alert men in the industry, whose earnest consideration is being given all these matters.

Furthermore, let us remember that after the war is over, the demobilization of a vast army is also to bring tremendously complex problems, and that we must have this fact in mind as correlated to the problems we here confront. So now, gentlemen, whether you agree with my conclusions or not, the subject is thus opened for discussion.

A CLEARING- HOUSE FOR TEACHERS OF PRINTING

The International Association of Teachers of Printing has established a coöoperative bureau for placing printing instructors in teaching positions. The association has its home at 444 West Fifty-seventh Street, New York, N. Y., and is preparing to list all applicants for teaching positions and to receive requests from school boards and superintendents where vacancies exist. The association will charge no fee and will make no direct recommendations of applicants or positions. It will rather afford a clearing-house for bringing together the school system which is in need of a teacher and the teacher who is in need of a position.

Joseph A. Donnelly, president of the Association, will be glad to answer all inquiries both concerning the work of the association and of its coöperative teachers' agency.

COMPARATIVE DEPARTMENT HOUR COSTS

While all printers are aware of the increase, each year, of the hour costs in the various departments, the following table will more clearly indicate the advances since 1913:

Departments	1913	1914	1915	1916	†1917	1918 1st 6 Mo.
Composing Room Hand Work	$1.38^{7}	$1.46^{9}	$1.53^{2}	$1.48^{7}	$1.66^{3}	$1.78
Line casting machine	1.79^{7}	1.87^{9}	1.95^{7}	1.93^{6}	1.92^{1}	2.18
Type keyboard	.94^{5}	1.05^{5}	1.12^{1}	1.33^{6}	1.43^{4}	1.47
Type casters	1.36^{7}	1.43^{8}	1.47^{7}	1.48^{4}	1.69	2.31
Job press, 10x15 and smaller	....	....	....	.84^{1}	.91^{4}	.97
Job press, larger than 10x15	.78^{6}	.85^{6}	.88^{3}	1.03^{7}	1.03^{9}	1.18
Job press, mechanical fed	....	....	....	1.02^{4}	1.01^{1}	....
Automatic job press	1.88^{3}	1.52^{4}	1.41	1.18^{8}	1.46^{8}	....
Pony cylinder, smaller than 25x38	1.24^{7}	1.37^{5}	1.45^{2}	1.64^{3}	1.61^{3}	1.95
Medium cylinder, 25x38 to 38x50	....	....	....	2.02^{6}	2.18^{4}	2.20
Cylinder, larger than 50 in	....	....	2.19	2.34^{6}	2.37^{8}	2.41
Cylinder, mechanical fed, 50-inch or smaller	1.80^{2}	2.07^{1}	....	2.14^{5}	1.94^{9}	....
Cylinder, mechanical fed, larger than 50-inch	....	....	....	2.06	2.41^{1}	....
Cylinder, 2 color	....	....	2.51^{4}	2.52	2.90^{9}	....
Webb rotary press	....	....	3.22^{3}	5.51	6.33^{7}	....
Rotary, sheet fed	....	....	....	3.06^{5}	3.72^{5}	....
Cutting machine	....	1.13^{5}	1.19^{7}	1.10^{9}	1.21^{8}	1.38
Machine folder, hand fed	....	....	....	1.32^{9}	1.46^{8}	1.81
Machine folder, mechanical fed	1.17	1.17^{9}	1.41^{1}	1.67^{7}	1.56	....
Ruling machine	1.06^{4}	1.14^{7}	1.25^{3}	1.15^{1}	1.16^{7}	1.30
Bindery A, Misc. Men's machines	1.07^{1}	1.11^{6}	1.12^{8}	1.94^{2}	2.03^{3}	....
Bindery B, forwarding and finishing	.85^{7}	.85^{7}	.92^{4}	.85^{8}	.91^{2}	1.09
Bindery C, Girls, machines	.63^{1}	.65^{3}	.66^{7}	.70^{2}	.78^{4}	.86
Bindery D, Girls, hand	.35^{3}	.37^{6}	.41^{5}	.41^{4}	.45^{7}	.50

NOTE.—In the years where the machines are spenned by braces, the hour costs were not kept on the machines as at present classified, but in groups as indicated by the braces.

† These are the hour costs as shown on the 1917 Composite Statement of Department Costs which was sent to the membership the forepart of September.

NEW YORK APPRENTICE SCHOOL HAS GOOD ENROLLMENT

Notwithstanding the number of young men who have enlisted or been drafted for military service, the New York School for Printers' apprentices opened its doors on September 30th with a good enrollment and prospects for another successful year.

The program of work and studies has been considerably enlarged and improved and the staff of instructors strengthened by the addition of Mr. F. W. Williams, a practical printer and advertising expert of many years' experience. Mr. Williams will be associated with Mr. A .L. Blue, the director of the school and one of its founders, and Frederick A. Blossom, Ph.D., a graduate of Johns Hopkins University, who will continue in charge of the English department.

The coming year will be the seventh in the history of this unique school, which was launched in 1912. It is managed jointly by Typographical Union No. 6 and a group of employing printers and occupies quarters in the Hudson Guild Settlement at 436 West 27th Street, New York.

The course of study, which is open to registered apprentices afternoons and evenings, includes practical work in type composition, advertising and layouts, together with educational courses in grammar, spelling, punctuation and proofreading.

The value of the apprentices school, which is conducted on a coöperative, non-profit-making basis, is attested by the increase in the attendance from a mere handful of students in 1912 to nearly 400 last year. It is planned to add other departments of the printing trade to the curriculum and thus make the school a model for the entire country, with a view to encouraging the establishment of similar institutions in other printing centers.

BETTER LETTERS

Address by Homer J. Buckley, Buckley, Dement & Company, Chicago

Before United Typothetae Convention, Cincinnati, September 24, 1918

IT is often said that the need of better business letters is more keenly felt just now than ever before: It would probably be nearer the truth to say that the need has always been felt, but business is just waking up to the fact that something can be done about it.

Universities have for several years been giving instructions in business letter writing. Some of them in Pennsylvania, Wisconsin and Chicago have offered resident courses under the title "Business Correspondence." Others have included the work in courses on "Business Administration, Marketing and Advertising."

It is sometimes said or at least thought that the subject is not one that admits of formal teaching. The importance of good letters is admitted, but it is maintained that the good letter is the result of common sense, a good disposition, knowledge of the business and a general culture—not of the mastering of a special technique.

The big business know better. They are rapidly developing highly specialized correspondence departments and arranging for special training of the workers.

It is true that almost every successful business institution is to some extent the reflection of some successful business man. His success, however, many times has been attained in spite of certain qualities rather than on account of them. Letters apparently dictated by men in high business positions often show a lack of understanding, not merely of rules of English, but of the psychological effect which they must inevitably have on the recipient.

If this is the case with men in the higher walks of business, what must be the state of those further down on the organized chart? Again the answer lies in the word "education"—not only the subordinates but the executives must submit themselves to the kind of training that will make their letters effective representatives of their company. This is the only method by which every-day letters can become true sales builders.

Many failures are made in mail order or advertising efforts because people do not understand the range of possible accomplishments—**what can and what cannot be done.**

Letters are at best far weaker than personal solicitation, so if calling on customers will get 75% of orders, writing letters should get about 7 per cent. Soliciting letters usually have to be sent out 500 or 1,000 or more at a time to make the results observable, while ten calls will give a good line on any proposition.

When two or more different persons have to get together and decide a question it is often very difficult to accomplish anything by letters, because you cannot possibly know who is the key to the situation—the man who in reality has to be persuaded.

People who read much, such as editors and school teachers are notoriously hard to reach, because they become calloused to written impressions that the best letters barely prick their intellectual hide. Such people see callers seldom, but a personal call upon them takes them up their weak side and they yield easily.

The reverse is true in the case of traveling men.

If it is possible to get an order from every second man or house you meet, personal solicitation is far cheaper than mail solicitation. If orders are much scattered, mail solicitation is obviously cheaper. With most manufacturers a combination of both methods is usually desirable—personal solicitation in towns and letter solicitation in the country or places where it is not economical to travel.

In letter writing we cannot see what does or does not interest the listener, and we must follow a scientific arrangement, and our letters must be strictly logical, beginning at the right point in that which is already a matter of interest in the mind of the reader.

The use of words so as to make people do things depends more on the selection of ideas and arrangement of phrases than on the precise words themselves. It's the human nature problem first of all.

In talking, a man may follow any order he finds his listener interested in. He is guided by the interest of the person who hears.

In letter writing, it is necessary to maintain a logical order in your letters and the next point is proportion and emphasis.

The common idea of emphasis in conversation is placing stress on adjectives and adverbs, such as "very," "absolutely" and "best."

In sales-letter writing the emphasis should rather be on ideas or facts, thus if we are going to say "very low price" in conversation, the emphasis should be on "very," but in the letter it should be on "low price," there you would write "very LOW PRICE," rather than "VERY low price."

The theory of this is that the man who glances hurriedly over the letter, as nearly all people do at first, should have his eye catch your leading points, these are in the nouns or verbs, not in the adjectives, so it is not the adjectives or other subordinate words which should be capitalized or underscored.

The first noticeable way in which to emphasize is to put each important fact or idea in a paragraph by itself—as short as possible, the shorter the better.

If a proposition is at all out of the ordinary it is important to prepare your customers for a personal visit by letter education, as it is much easier to put a clever argument into writing than to teach it to a solicitor.

The average salesman is usually not successful except with a very simple story and one he can repeat many times. It is easier to mail a million letters than to teach an argument to one hundred canvassers.

It is possible to write out an argument more briefly and accurately than it can be given in conversation to say nothing of the more permanent form of written arguments.

After a salesman has called it is often useful to send a letter confirming his talk and giving his argument in convenient written form as a reminder.

If he has failed to get an order a letter of regret and courtesy often puts a customer in good humor and he gives an order later. Men appreciate these little courtesies, especially when they expect the opposite because they have refused to give an order.

REVIEW OF JOB PRINTING

Address all communications to Alfred R. Gardner, 4610 Ravenswood Ave., Chicago, Ill.

THERE is a prejudice among some manufacturers against having their catalogues made in print-shops near their home towns. Why this should be so is easily understandable from the fact that many printers in small towns are too modest in their advertising, while the city chap never omits anything that can possibly be construed as an advantage.

The statement is quite often made that in order to get "good copy" one must employ "special writers," and this in turn means employing a large city shop to do the other work of compiling, engraving, printing, etc. This term of "special writer" is often used with the intention of causing confusion—sometimes to deceive. Most of the "special writers" you hear about are only space fillers or compilers. They chase a competitor's copy around the hook to make a fellow think he is setting an entirely new and original line of talk when in reality a half dozen others are using the same "dope" with the exception of the filler. Later when the advertiser discovers this fact he feels hurt and kicks, maybe; then on second thought he thinks probably that it couldn't have been much different any way. Well, maybe it couldn't; but if it couldn't, how much would the editor friend in his home town have wanted for the same amount of filler.

Good special writers do not work in print shops any oftener than do farmers. They grow up in the industries with which they are connected and usually remain there. You can count on the fingers of one hand all the "special writers" connected with all the so-called catalogue-making shops in the country who are capable of writing a good, original and logical article of any length on more than two entirely different or unrelated subjects. As a rule, the average country editor has them backed so far off the map they are entirely out of the running.

The friend across the way, if given a chance can very likely give a local coloring to the story, true to life, that will be much more interesting and effective as a sales talk than any of the artificial stuff which a "special writer" might produce. He certainly has many advantages because of location and ability to become intimately acquainted with the facilities and methods of manufacture which a manufacturer cannot afford to overlook, and with which no "special writer" can compete.

So much for the "hot air." The pros and cons of manufacturing costs as between the city and country town are almost too well known to need mention, but if one can produce as good goods in his line in the small town at less cost than he would in the city, how about the printer? Can't he do as well? The "better-facilities-of-the-city" cry is never used to disadvantage by the fellow who is selling it. As a matter of fact, the advantages are largely with the better shops in the country. The large modern engraving plants are as easily accessible to the country printer as to his city brother and not more necessary, and as the "copy" for the production of engravings must primarily originate in the factory where the goods are manufactured, the city can offer no inducements in this regard. On the contrary, the printer near at home has some advantage.

The good country printer also has the advantage in the matter of help. He employs fewer transients which means better satisfied help and this in turn should mean a better quality of product. The city idea of a specialist means speed with little regard to quality, although this latter fact is quite often covered up in selling.

Again, except where enormous quantities of catalogues are required and quality is of secondary consideration the larger size of the big city shop works to the disadvantage of the buyer for the reason that in very few, if in any of them, is the "overhead" cost of manufacture anything like as low as it is in the good country shop; and without doubt this "overhead" in some cases very nearly equals the entire cost of manufacture in many good-sized country plants.

For the manufacturer then, whose plant is located in a country town it would seem perfectly logical that he should have his printing

done in some of the shops near his own. Any other conclusion would be out of harmony with his own position and the facts. This does not mean that any shop will do; but in nearly every town of importance will be found a printer who is capable of doing the quality and quantity of work which the average catalogue requires. It is up to the printer to go after this work. If he hasn't confidence in his own ability he should post up on the different details of the business until he has. While some jobs are rather complicated there is nothing in any of them which a printer of average intelligence cannot easily master if he but will.

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E. J. Clark of the Roseville Times-Citizen, Roseville, Illinois, gets out a rather neat business card in the shape of a small six-page folder. The stock is 3½ x 6¼ inches folded to thirds; the business card proper occupying the center outside page, the other pages containing advertising rates, map, etc. The job is well printed and the scheme possesses merit especially where an advertiser wishes to present a lot of copy.

* * *

B'gosh—Oshkosh ought to be pretty well and favorably known to the printing industry in Wisconsin, to judge from the series of folders sent out announcing the War Conference for printers and publishers which was held there recently. There are five in the series we received and four of them are excellent specimens of good printing.

* * *

We are indebted to W .R. Smith, State Printer, for a booklet describing the Kansas State Printing Plant, which the State maintains at Topeka. This shop was started in 1905 and is now valued at approximately $250,000, being the largest printing plant between Chicago and the coast. It is equipped with every modern appliance for the economical production of school text books on which it is saving the people an average of more than 40 per cent. In addition to making text books the shop does all the printing for all the State departments and institutions, schools, court reports, laws, etc.

The Government has curtailed the use of paper, and it is quite probable that fine catalogs and elegant stationery will not be used as freely in the future as they have been in the past. In fact, the time may come when it will be impossible to get the materials or skilled help necessary for their making. The official recommendations of the Government through the War Industries Board to printers to conserve transportation are as follows:

Linens and Bonds—Reduce business stationery to 16-lb. basis maximum, personal stationery to 20-lb. basis maximum with half-sheets for personal correspondence, with one-third and one-half letter for business correspondence.

Reduce Bonds to five grades and seven standard colors.

Ledgers—No change in ledger papers used for accounting purposes. All ledger for printing purposes limited to 20-lbs. maximum.

Book F. C. T.—Book papers sized and supercalendar 25x38—40—45—50, 60-lbs. maximum.

Machine Finish—Machine paper 35—40—45—50-lbs. maximum.

Paper for books limited to 50-lbs. maximum M. F. and 60-lbs. Super.

Coated—Coated papers 60 and 70-lbs. maximum.

Sizes—25x38, 28x42, 30½x41, 32x44. No orders for special sizes shall be made except for 10,000 lbs. or more, and such orders must be on a substance basis; i. e., 35—40—50—60 or 70-lbs. Carload lots may be ordered in a special size weight provided the weight is not heavier than the maximum; i. e., 60-lbs. for Super; 50-lbs. for M. F. and 70-lbs. for Coated.

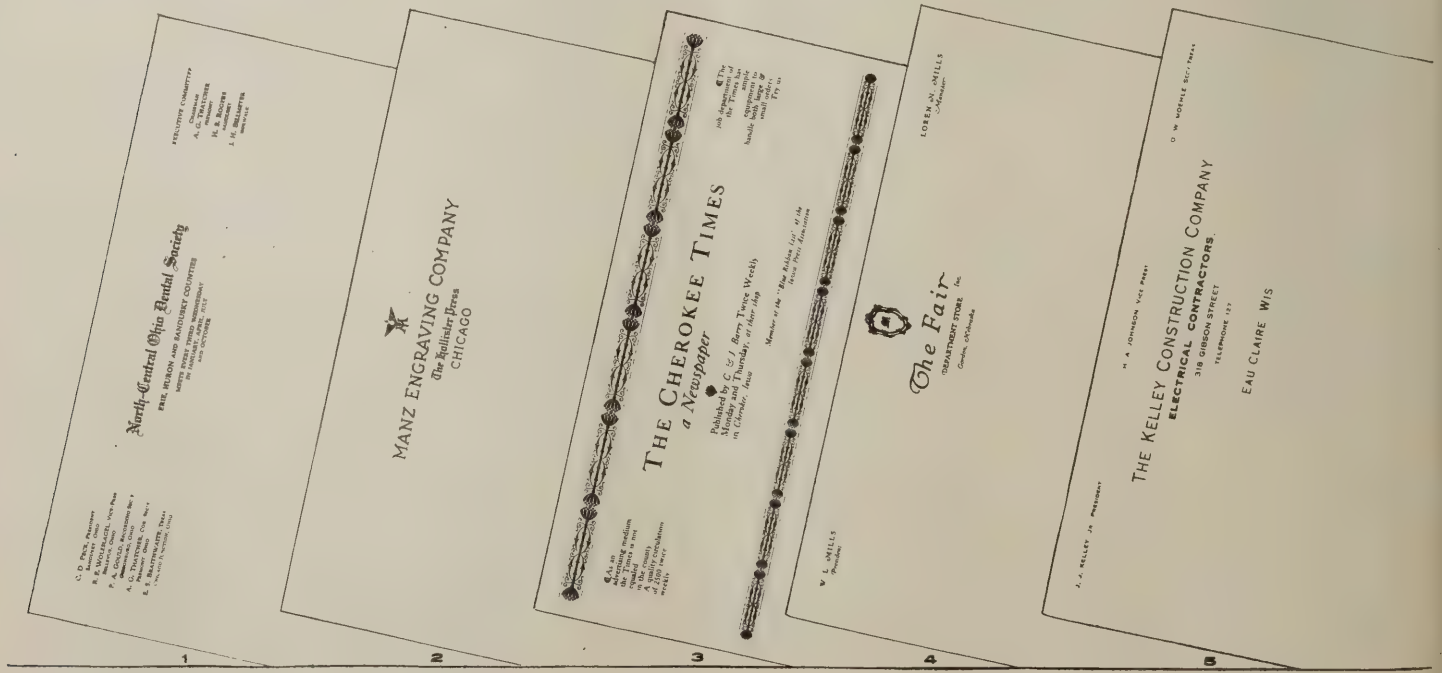
Cover—Cover papers 20½x25—60-lb. maximum, also 22¼x28½, same maximum, 22½x32½, same maximum.

Card Boards—Card Board Bristols 22½x28½—100—120—140-lb. maximum.

Pasted Bristol 100—120—140-lbs.

Street Car Blanks—Street Car Blanks, 6-ply maximum, 22x28, 6-ply maximum.

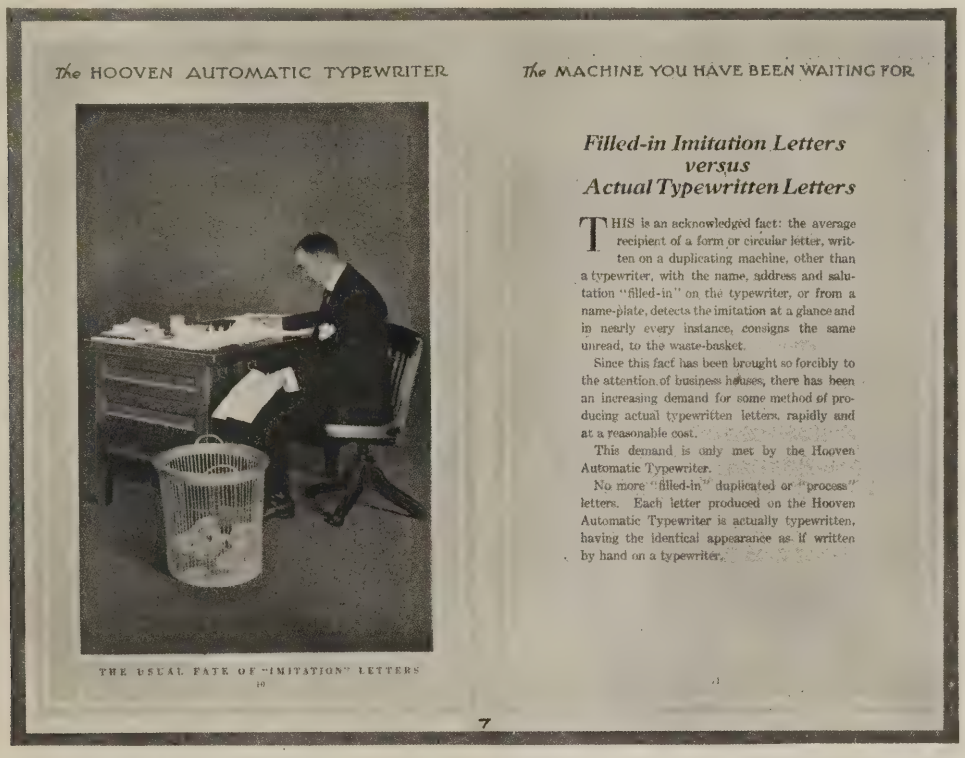
Source of Supply—Obtain paper from nearest source of supply.



Good specimens suitable for use in this department are not coming in as fast as we would like. There seems to be a shortage from the better grade of country shops. We manage to get hold of a lot of very nice work from the big city printers who make a specialty of job printing, but from the printer-publishers whose work we would prefer to show here there is not an over-abundance. However, our illustrations this month are all, with the exception of specimen Nos. 2 and 6, from shops in the smaller towns. Figs. 1 to 5 show some letterheads that are worthy of mention. Fig. 1 is done in black by The Sterling Printing Co., of Fremont, Ohio. Fig. 2 is a very neat job of steel die work done in black and red by the Manz Engraving Co., Chicago. Fig. 3 is from the Times job shop, Cherokee, Iowa. The type is in black, the rule and ornaments in red. Fig 4 is from the Gordon Journal, Gordon, Nebraska; printed in black; and Fig. 5 is by the Eau Claire Book and Stationery Co., Eau Claire, Wisconsin. It is printed in blue with the exception of the third line which is in red.

Fig. 6 is from a twenty-page and cover booklet, "Our Flag," which was prepared, the drawings for cuts made, the type set and printed by the pupils of the East Technical High School of Cleveland, Ohio. The text on this page and the cuts are in blue, the rule in red. Some of the illustrations are in two colors. The whole job is exceptionally well done and speaks well for the school. The pages are 6x9.

Fig. 7 shows two facing pages from a 24-page and cover catalogue for the Hooven Automatic Typewriter, by The Republican Publishing Co., Hamilton, Ohio. It is printed in black and red on grey tint blocks with hand lettered running heads and title page. The cover is in dark grey, gold and red from zinc plates, on light grey stock, and makes a neat and attractive job. It comes pretty close to fulfilling the idea expressed in our article



The HOOVEN AUTOMATIC TYPEWRITER

THE USUAL FATE OF "IMITATION" LETTERS

The MACHINE YOU HAVE BEEN WAITING FOR

Filled-in Imitation Letters versus Actual Typewritten Letters

THIS is an acknowledged fact: the average recipient of a form or circular letter, written on a duplicating machine, other than a typewriter, with the name, address and salutation "filled-in" on the typewriter, or from a name-plate, detects the imitation at a glance and in nearly every instance, consigns the same unread, to the waste-basket.

Since this fact has been brought so forcibly to the attention of business houses, there has been an increasing demand for some method of producing actual typewritten letters, rapidly and at a reasonable cost.

This demand is only met by the Hooven Automatic Typewriter.

No more "filled-in" duplicated or "process" letters. Each letter produced on the Hooven Automatic Typewriter is actually typewritten, having the identical appearance as if written by hand on a typewriter.

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PAPER CONCERNS ADOPT NEW IDEA OF MANAGEMENT

Crocker-McElwain Company and Chemical Paper Manufacturing Company have adopted a new system of management.

Under the new plan the active affairs of these two prominent Holyoke concerns are now conducted by a Board of Managers, consisting of certain department heads, all of equal rank. The Board of Managers is responsible to the General Manager.

There is a separate Board for each mill, but in order to avoid duplication of effort and operating expense, certain of the departments will function for both mills. The two mills will continue to be separate units.

The plan was effected to promote increasingly valuable service to the trade and secure greater operating efficiency.

The members of the Boards of Management are as follows:

S. L. Bush, Assistant Treasurer Chemical Paper Mfg. Company.

P. W. Gridley, Assistant Treasurer Crocker-McElwain Company.

R. S. Hatch, Manager of Reasearch, both Companies.

R. P. Hill, Manager of Maintenance, both companies.

R. S. Litchfield, Manager of Sales, both companies.

W. L. Nixon, Manager of Production, Chemical Paper Mfg. Co.

W. C. Tucker, Manager of Production, Crocker-McElwain Co.

One of the successful policies of both companies has been to develop and promote deserving and efficient employes. The appointment of Mr. Hatch as Manager of Research for both companies created a vacancy in the Production Department of the Crocker-McElwain Company. This position was filled by the appointment of Mr. Tucker, who has been with the company for some time.

Mr. C. A. Crocker and Mr. R. F. McElwain, whose broad conception and sterling principles of management have brought them merited recognition and success in the paper industry, will continue as President and Vice-President of both companies, and Mr. A. H. Hill, Vice-President of both companies and Mr. S. S. Rogers, General Manager of the Chemical Company, also continue in their present official capacities.

WAR AND THE PAPER SUPPLY PROBLEM

Address of Mr. George Olmsted, President of the National Paper Trade Association

Delivered at a Meeting of the Franklin-Typothetae of Chicago, July 18, 1918

I TAKE it for granted that we all understand that the allied paper and printing industry, like many other industries, is facing a serious situation. There are many problems to solve, and it needs the best brains, the closest co-operation and loyalty to the community interest to solve them correctly.

The paper industry is not as simple a one as many seem to believe. The United States has been far from independent of the rest of the world particularly in raw materials employed in manufacture. Prior to 1914, we were importing over 250,000 tons per year of sulphite pulp from Scandinavia as well as substantial supplies from Germany and Austria. We imported large quantities of rags and old paper, bagging, etc. We were almost altogether dependent on Germany for aniline dyes used in coloring paper. While we have become somewhat independent in this branch of the industry and will become more so with the proper support by our Government, still it is altogether possible that after the war the Germans may invade this market not from the outside but from the inside, establishing their plants here, and with their highly trained scientific men they would make very hard competition for our own manufacturers.

Sulphur is a very essential product in paper making. Our supplies from Sicily have practically all been cut off and the American market is controlled by two large producers, the Union Sulphur Company in the Louisiana field and the Freeport Sulphur Company in the Texas field. Together they produce about 100,000 tons per month of metallic sulphur, of which the Government at the present time requires 70,000 tons per month; the balance largely goes to the pulp manufacturers to the amount of about 1,000 tons per day. As we all know, sulphur is an important requisite in the manufacture of explosives. New munition plants are being built every month and Government authorities believe that by January 1st, next, the demand for war purposes will reach an additional tonnage of 45,000 tons per month. The problem is—where is this coming from?

We are urged to make every possible use of pyrites, an iron product, and already steps have been taken to develop the New York fields for this product. But it takes three pounds of pyrites to one pound of metallic sulphur to make an equivalent amount of sulphuric acid. It is even proposed that sulphur be reclaimed from waste smelter gases.

The Government has taken over the manufacture and distribution of sulphur, also chlorine, which is used for the manufacture of noxious gases. Chlorine is also used very largely for bleaching papers, about 500 tons per day being used for this purpose. How much of these supplies the paper industry is to have is as yet an unsolved problem.

China clay, a necessary ingredient of paper, largely comes from the English and Welsh mines. Due to the scarcity of labor in those countries the output has been restricted and our Government is seriously considering an embargo on the importation of this clay. It is used as ballast in the transatlantic ships and means some income, while water or sand and rock ballast is expense only, but the time taken to load and unload this clay is the objectionable feature.

Casein, a most important product in making coated papers, is scarce and high in price. We get large quantities from the Argentine and its utility as a food product during these times restricts its use for paper making purposes.

From this review of some of the raw materials, you can see how many and diverse are the problems which our industry faces.

We are today practically dependent upon our Canadian neighbors for a very large part of the basic raw material we use in paper making. Spruce timber for the manufacture of mechanical and sulphite pulp is becoming very scarce in this country, that is, in the eastern and central sections where the large manufacturing plants are located. The big acreage is now largely confined to Maine, Northern New York and Minnesota. There are apparently almost limitless tracts in the far West, but those would hardly seem available now for eastern consumption, so we have to look to our northern neighbors for our supplies and recent surveys of the spruce tracts in Canada would seem to indicate that the supply will not last as long as has been generally believed. If these Canadian supplies were withheld from us, it would spell disaster to the paper trade. In fact, there is one American sulphite manufacturer, probably the largest in the world, the closing down of whose plant or the withholding of whose product from our industry would cripple it terribly. Many a paper manufacturing plant dependent on this concern for its supply of pulp would be compelled to shut down.

These are some of the problems within our industry. Now, what is the situation without as created by the war and its abnormal requirements?

The National Paper Trade Association has been in close touch with the Government authorities ever since we entered the war. Its directors have been traveling back and forth to Washington and, in fact, have been making a survey of the paper situation throughout the United States. Boundary lines have been wiped out, and Atlantic and Pacific states, Gulf and Northern border states with all between, are loyally working to the end of assisting our Government to win the war, and at the same time keeping the wheels of commerce moving. We have a war service committee that holds itself ready to respond to any call from the Government at any time.

Paper has not been put upon the priority list. It would certainly seem that paper and printing are essentials, but the question is a comparative one—they are not as essential as other things. The paper industry is said to be fifth on the list of coal consumers, but our industry cannot receive at the present time coal priorities unless for a specific order for paper for Government purposes, and the Government signed order and order number must be furnished.

The three big factors to be considered today from the standpoint of war requirements are fuel, transportation and labor. It seems likely that sufficient coal for our needs will be mined. The question is one more particularly of transportation.

To make the situation a little more vivid to you I have brought a map which will indicate where the freight congestion is most serious. This map outlines what is called the "red flag district." Whoever drew this map was something of an artist, and I think he drew it with the particular purpose of portraying a face. Some wag,

using the same red line, has drawn a German helmet over the top, which makes a very fair picture of the crown prince. This line starts from Rouse Point, near the Canadian border, running down west of the Hudson, branching off above Albany, and the six particular congested points are represented by the cities of Schnectady and Binghampton, New York, Williamsport, Altoona and Harrisburg, Pa., and Baltimore, Md. These six points are called "bottle necks," and as you can well imagine, the movement of freight through those points is tremendously heavy, remembering also the congestion at the bridges across the Hudson. Within this district in the neighborhood of 60 per cent of our paper is produced. It is believed that during this fall and coming winter a large part of the transportation facilities through these six points will be required for direct war purposes. It means, then, that transportation is the vital question. Our railroads are not equal to the demands being made upon them, and you probably have your own opinion, as to why this is so and where the blame rests.

With these conditions confronting us you can well understand why we are now engaged in the difficult task of shaping our industry to war conditions and requirements. We will undoubtedly be given just as much coal as available transportation facilities will permit, but we must see to it that for every ton of fuel and transportation, we produce the largest number of square inches of paper surface. This means cutting out certain papers altogether; it means restricting weights within certain limits; it means the elimination of all waste, simplification and standardization to the end of putting our industry on an actual war basis. Recommendations have been made to the Government by printers, paper merchants and paper manufacturers, and it appears probable that an order of curtailment on many lines of paper will issue from Washington at a very early date. It is difficult, of course, to calculate with precision on the effect of these restrictions and curtailments.

Our best guide is the experience of Great Britain which has been in the war for four years. Great Britain today is only allowed to import one-third of its normal supply of paper-making materials. It has not an adequate supply of its own raw materials nor anything like the labor needed. A year or so ago an order was issued that men between eighteen and sixty were to be withheld from the paper and other English industries. This means the employment of boys, old men, foremen and superintendents who may have retired, and women. The women accomplished much, but naturally there was much they could not do. Great Britain is not producing over about 50 per cent of the normal amount of paper. Prices are high, away above anything we know in this country, and even with the restricted output invested capital, I am authoritatively informed, is producing a normal net return. It is obvious that essential industries must be conducted profitably if the war is to be financed and won.

The English, like all the other warring European nations, have become accustomed to sacrifices and everything unusual rather than usual. We are coming to the same situation, but to a certain degree we find it hard work.

As indicating possibly the attitude of mind of English business interests, I saw a rather interesting communication that issued from a London merchant's office. It ran something like this:

"We have been in business fifty years. We have made money and we have lost money. We have made friends and we have made enemies. We have been talked about, walked over, lied to, maligned, and now the Government has commandered our merchandise. The only reason that we are sticking to the job is to learn what in h—l is going to happen next."

We hope our affairs will not come to this pass.

Now, gentlemen, I wish to touch for a few moments on the very intimate relations existing between the printer and the paper merchant as belonging to one and the same industrial family.

Let me urge upon you that in your conference work with the Government authorities you see that proper committees are formed, standing committees—committees whose members will give the time, thought and study to the many complicated questions involved to the end of assisting the Government at this time with real constructive suggestions and recommendations. Such committees should be thoroughly representative of your industry throughout the nation, and not a local committee, or an unauthorized or uninformed committee. It is along just this line that we are trying to handle the situation in the councils of the National Paper Trade Association. We want representation in every part of the country. We want the best brains and experience we can find. There is no man in our allied industry that is too big or too important to get into this work at this time. I know a good deal, as you do, about some of these old, big concerns that feel that they are independent enough not to take part in association work, not to get back of and under constructive uplifting movements of this kind. The older some of these concerns are and the stronger they are financially, the more this pride of independence becomes a fetish with them. Now, gentlemen, the day for that sort of thing has passed.

Under ordinary circumstances, would you hardly expect that an employing printer, even though a resident of Chicago, and one of the finest men that ever lived, broad in his human sympathy, exceptional in his executive ability, would have been selected for the chief of the paper division of the War Industries Board? Yet that is exactly what has happened. Mr. T. E. Donnelley, as you know, has been appointed to that position, and I can say to you all that the appointment met with the instant and hearty approval of the paper trade.

Then we are safe, are we not, in concluding that we are all in the same family, that our interests are one? Well, then, we will all say, "What are we going to do about it?" First, let me urge that we get our house in order—your house, my house. Let's help to get the other fellow's house in order who may not know as well as we how to go about it. You men who have been giving little concern to association matters and the general betterment and uplift of your industry, get in behind this work; quit this business of saying, "Let George do it;" for, gentlemen, if we do not get our own house in order, some one shortly is apt to do it for us.

A convention was held here recently of the Purchasing Agents Asociation for the purpose of standardizing catalogue sizes. Apparently some progress was made to that end. At least, I notice in a current issue of one of our magazines that the National Hardware Association has adopted the report of that convention and selected 7½x10⅝ as the standard size of hardware catalogues. By making a study of this subject, you will find many ways to conserve our paper supply; use as largely as possible stock sizes and weights, for special sizes and weights mean restricted output and more friction in manufacture, to say nothing of the fact that the greater the turnover of merchandise the merchant can secure the less per pound overhead cost of distribution.

I read an article recently in the Ben Franklin Monthly that indicated that the printers of Chicago were not only

having the trouble that everyone else is having with labor, but were suffering from certain piratical practices in connection with help. Gentlemen, this is hard to believe. Here, again, if you cannot solve this problem, some one else will do it for you.

The United States Employment Bureau on August 1st takes direct charge of handling the man-power of the country. The present ruling, I believe, only applies to ordinary labor, but it is expected that in a very short time a similar plan will be adopted to cover skilled labor. As we all know, labor is not on an efficient basis. There are 8,000,000 industrial workers in the United States, but the positions are changed so often that the annual turnover is 32,000,000. This means that, on an average, every workman has four positions every year. Present practices of changing about cause a loss to laboring men of $400,000,000.00 yearly. Are these figures not appalling? Is this what we choose to call our commercial efficiency?

Do you gentlemen realize what a wonderful opportunity these times present to you to put your industry in a position where it has always belonged but has never reached?

From time immemorial the thinking printers have complained that the industry, really one of the fine arts, has failed to measure up to the right mark and has been a laggard even among other less worthy vocations. Do you recognize this as your particular opportunity, this as the accepted time and the day of salvation? Like Ingall's opportunity—she may knock but once; grasp it, then, while it is here.

Do some real constructive thinking—all of you. Remember, that has been the trouble with the world—thoughtlessness. If the people of the world had been thinking properly we would not now be engaged in this terrible death struggle among the nations. The doctors tell us that we only use one-half of our lung capacity, and students in the realm of the mind tell us that we only use one-tenth of the mind capacity. This is no new idea. They knew it hundreds of years ago. A young woman, who has been dead now over a hundred years and never lived to be but twenty-one years old, expressed the idea this way, and if this was her only contribution to the world, her life was not in vain:

"Though man a thinking being is defined,
Few use the grand prerogative of mind.
How few think justly of the thinking few,
How many never think who think they do."

Analyze your business. Find a way to help the less intelligent printer to do better work and measure up to right standards.

I know you printers have made a good deal of progress along the line of standardizing certain factors in your business. In your Typothetae organization magazine we find continual reference to certain standardized methods, standardized cost finding systems, standardized lists, but just what have you done toward standardizing ethics, standardizing practices

False principles and wrong practices, if they exist, constitute the real menace to industry today. These are the fundamentals. You cannot expect to have the right order of things exist unless you can get your ethics and practices up to a high plane, and then your standardization along other lines will follow easily.

We all recognize the foolishness of taking on commitments beyond any knowledge of known costs either for materials or labor. It is altogether reasonable at a time like this that you eliminate the speculative features of your business. "The laborer is worthy of his hire" and the printer is certainly entitled to a reasonable profit on every order he takes and every operation he performs. During caotic times like these, with new conditions springing up almost hourly, with many factors beyond control, would it not be possible to work out a plan whereby if the cost of production increased the charges could be increased proportionately. Mr. Hazell, of the Masters Printers' Federation of England, at a recent meeting of their council, urged an agreement to base estimates and charges upon certified hourly costs and to include current market cost of materials supplied, plus the cost of handling.

You have got to do the right kind of educational work. We of the paper industry are now co-operating with your association along these lines, and we believe this is a step in the right direction.

Now, in conclusion, just let me give you one more thought. Do you stop to think of the great time in which we are living, the many many changes that are going to follow this great world struggle? Can you realize that our boys—your boy, my boy—getting into this struggle, going "over there" into the fight for freedom and democracy, are going to get some new visions, big visions, that we that are staying at home may not get; that we are going to have ideals and when these boys return and find that we do not measure up to their visions and ideals—what then?

Now, gentlemen, can we not agree that this is an obligation and the biggest obligation that we have, to set ourselves right, not only in our lives but in our business, establishing ourselves on a platform where these young men can look up to us and not down at us.

I came across a poem a few days ago from the pen of Owen Seaman, which I would like to recite to you in conclusion, giving us as, I think, the right perspective on the present situation and the goal we should seek to reach.

"Ye that have faith to look with fearless eyes
Beyond the tragedy of a world at strife,
And know that out of death and night shall rise
The dawn of ampler life;
Rejoice, whatever anguish rend your heart,
That God has given to you the priceles dower
To live in these great times, and bear your part
In Freedom's crowning hour;
That ye may tell your sons who see the light
High in the heavens—their heritage to take—
'I saw the powers of darkness put to flight;
I saw the morning break."

A NEW BOOK ON COST FINDING

The Fundamentals of Cost and Profit Calculation is a new book by Robert F. Denham, Chief Engineer of the Denham Cost Finding Company, of Cleveland, Ohio, and is a vigorous discussion of the vital elements of business and is a book which every man or woman engaged in the printing and publishing business will find both interesting and profitable. Although some of the principles and several of the declarations are not in fullest accord with other accepted methods of cost and profit calculation, there is no question but that it sheds new light and ideas upon a subject of which even the most expert may learn something more.

One of the most valuable features is the definition and explanation of business terms which are commonly confused and misunderstood. The book is thoroughly understandable and is not technical in language and one who is not well versed with the parlance of cost finding experts will have little difficulty in comprehending the phraseology of the book. The size of the volume is 5½x7¾ inches and consists of 120 pages. It sells at One Dollar per copy. Orders may be placed through the Book Department of the National Printer-Journalist.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

PERSONALLY, the writer of these paragraphs has long favored the cash-in-advance-at-time-of-expiration plan as the only practical method on which to conduct a newspaper business, and he is more than gratified with the Government's War Industries Board's late order which virtually places all American newspapers on that basis.

Since prompt compliance with the War Board's rules is a patriotic duty, it will be complied with by every intelligent newspaper maker in the country, and thus, while the nation benefits through the amount of print paper thus conserved, the publishers, too, will benefit, because they will at last be forced to free themselves of a costly waste and begin to do business in a business-like way by delivering their goods only to such patrons as order and pay for them.

With the average newspaper man of yesterday circulation had become an obscession. To boast of a big list was ever a publisher's greatest joy. But of what benefit is a large subscription list, if each and every subscriber is not bonafide? By "bonafide" I mean a subscriber who takes the paper because he wants it, and we must concede that men, as a rule, expect and are willing to pay for whatever they want.

Of course I know it is argued, and not without reason, that a circulation is valuable according to its size, not so much as a source of revenue, as for the efficacy which through it is gained by the sheet as an advertising medium; but modern advertisers are fast learning that there's a great difference between circulations; that ofttimes a paper of smaller circulation brings better results from the same "copy" than papers of large circulation.

The reason for the difference in results is that the big lists are often composed of a lot of people who take the papers, not because they want them, but simply because of that natural, human habit of procrastination in matters that are the least bit unpleasant—a lot of people who permit the papers to keep on coming to their addresses, just because they're too blamed weak willed to order them stopped. They do not want these papers, nor read them, but the papers continue to come, and the subscribers (?) continue to permit their coming. Some day these folks may pay—and they may not. How very often it turns out that they do not. The publisher merely gets the postmaster's card notice, Form No. 3578, checked, "Removed—Left no address," which is very agreeable compensation for several year's receipt of the paper, but about all that's due a man who will do business in so shiftless a way.

But the immediate point is: Of what worth or benefit is a list padded up with these deadheads? Such subscribers (?) bring nothing to the editor, nor do their names on the subscription list actually mean anything to the live advertiser.

To sum up, then, the only sort of circulation that's good for the advertiser is that one which is profitable to the publisher—and that's the paid-in-advance list. Such subscribers are subscribers—we need no interrogation point after the term in their case. They take the paper because they want it, and, wanting it, they'll gladly pay the price.

Now, I'm well aware that hundreds of newspaper men beside myself have long since recognized the cash-in-advance-stop-when-up basis as the ideal system; but comparatively few who have thus cherished the idea in their hearts have had the courage to put it into practical application.

To be sure, several have resolved to do so, and have gone so far as to boldly announce the plan's adoption, only to gradually fall back into the old style of send-it-as-long-as-they'll-accept-it-and-get-your-pay-when-you-can-and-if-you-can.

At the end of the month, when several hundred names have to be set off the live mailing galleys, unless a man is blessed with the courage equal to his convictions, he's apt to find his good resolutions oozing. But the only way is to "stand pat"; set the names off, and, provided

the paper is good enough to be desirable, the dollars on subscription will soon begin to roll in. It beats waiting for a lot of uncertain dollars.

But now that the pulp and paper section of the U. S. War Industries Board has come forward with its intelligent order, adoption of the cash-in-advance plan is made easy for all publishers who hitherto lacked the courage to do so. There's magic in the fact that the Government is back of the innovation, and simultaneously the publisher is relieved of all personal responsibility—each one of us can blame it all onto the Kaiser. And perhaps the most important advantage is the fact that it will be a universal change. Thus, like prohibition (which nationally will prove a success, whereas, otherwise those fond of their cups, though dwelling within "dry" territory, could always import a-plenty of booze from adjoining "wet" territory) because the plan applies to all publishers in the United States, it is assured a success. Heretofore, though you inaugurated the cash-in-advance system, I would refuse to take your sheet, because I could still get your competitor's paper "on time." But now you and your competitor are placed on an equal footing.

Surely, this is one step the Government has taken, which promises to prove a veritable blessing to American newspaper publishers.

* * *

A unique scheme for stimulating sales of advertising space and simultaneously enhancing interest in the displayed columns, was that inaugurated last July (right in the midst of the dull season) by the Elgin (Ill.) Daily News. I am not in possession of particulars, more than can be gathered from the announcement in the issue before me, dated July 16th, from which I learn that cash prizes aggregating $30, were offered for best letters, of from 50 to 150 words each, on the following subjects, it being understood that the questions refer exclusively to local concerns and goods:

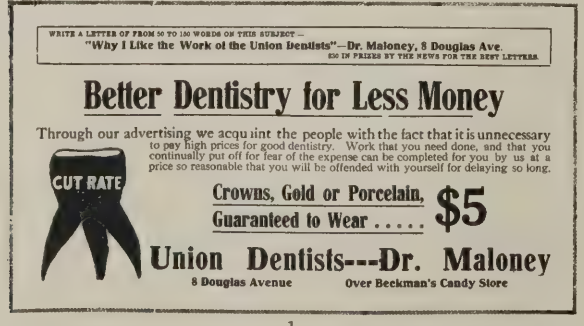
"Where do you like to trade?"

"What business establishments do you like to do business with?"

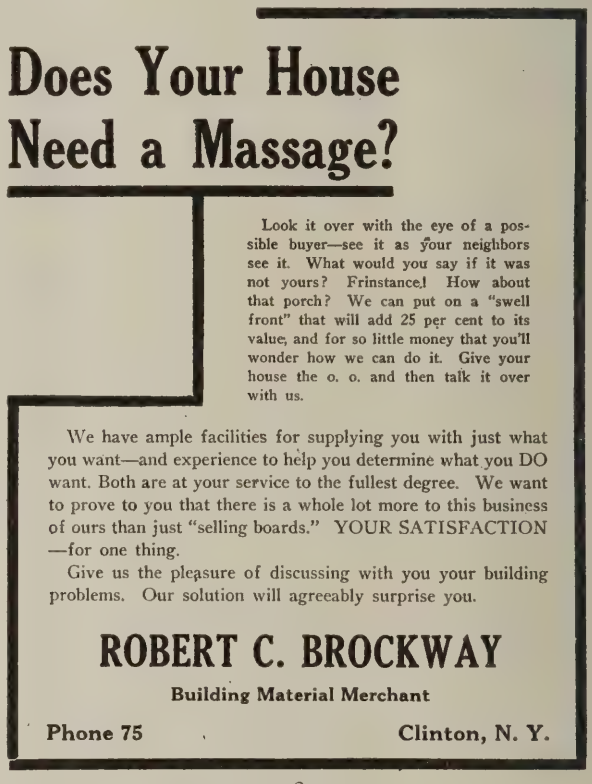
"What brands of Elgin-made goods do you like?"

"What professional people do you like the work of?"

The first prize was $10; second, $5; third prize, $3; next three, $2; last six $1 each. As proof that the plan worked, the ten pages of this issue of the News are replete with advertisements, alive of contents and generous in size. At the head of each of these advertisements intended to inspire contestants, the reader is urged to write his letter telling why he likes to trade at the store, why he likes the goods, or, in the case of professional men, why he likes the service. Whether these advertisers were induced to make up the purses, or whether the News did this itself, the scheme at any rate must have paid, considering the increase of business which doubtless resulted therefrom, and the extra close scrutiny thus secured for the displayed space. In all ways the Daily News is a fine, modern newspaper, well edited, well set, imposed and printed. One of the many excellent advertisements is being shown herewith as Exhibit 1.


WRITE A LETTER OF FROM 50 TO 150 WORDS ON THIS SUBJECT—
"Why I Like the Work of the Union Dentists"—Dr. Maloney, 8 Douglas Ave.
$30 IN PRIZES BY THE NEWS FOR THE BEST LETTERS
Better Dentistry for Less Money
Through our advertising we acquaint the people with the fact that it is unnecessary to pay high prices for good dentistry. Work that you need done, and that you continually put off for fear of the expense can be completed for you by us at a price so reasonable that you will be offended with yourself for delaying so long.
CUT RATE
Crowns, Gold or Porcelain, Guaranteed to Wear $5
Union Dentists---Dr. Maloney
8 Douglas Avenue
Over Beckman's Candy Store

1


Does Your House Need a Massage?
Look it over with the eye of a possible buyer—see it as your neighbors see it. What would you say if it was not yours? Frinstance! How about that porch? We can put on a "swell front" that will add 25 per cent to its value, and for so little money that you'll wonder how we can do it. Give your house the o. o. and then talk it over with us.
We have ample facilities for supplying you with just what you want—and experience to help you determine what you DO want. Both are at your service to the fullest degree. We want to prove to you that there is a whole lot more to this business of ours than just "selling boards." YOUR SATISFACTION—for one thing.
Give us the pleasure of discussing with you your building problems. Our solution will agreeably surprise you.
ROBERT C. BROCKWAY
Building Material Merchant
Phone 75
Clinton, N. Y.

2

The Courier of Clinton, N. Y., is one of those kind of sheets I have ever marvelled that a man would publish—an eight-column folio. A smaller page has so many palpable advantages that it seems unnecessary to draw a comparison. The Courier is strictly an old-time home weekly, with ready-printed exterior pages, while the two inner pages are printed locally. The advertising carried seems to be of the minimum amount and of a rather lifeless character, but it is proper in being arranged to the right-hand sides of the pages, even though the larger spaces are placed nearer the top, with smaller spaces below. Some of these advertisements are well composed, however, as Exhibit 2 will verify. In one respect this specimen—the newspaper, I mean, not the advertisement—is perfect, namely, in print; and the contents of the local pages are filled with well selected matter. The absence of editorials is to be deplored.

* * *

I have before me here copies of the Blue Earth County Enterprise, Mapleton, Minn., of which no less a personage than H. C. Hotaling, ex-president of the National Editorial Association, is proprietor. Any first page of

this handsome weekly is worthy of reproduction, as witness Exhibit 3. A highly tasteful page is this, with artistic and uniform head styles. The effect would be little short of delightful, if the sheet's title were of a face similar to that employed in these heads. There is good so-called "balance" in this page, although the makeup man has a tendency to drop his cuts a trifle too low in the form to secure perfect technical balance and at the same time avoid the center cross-fold. It would be much better in every respect, to have broken in with

Blue Earth County Enterprise

COUNTY-SEAT NEWS NOTES

EDITORS VISIT AVIATION FIELD

UP IN THE AIR "OVER THERE"

MORE STOCK SUBSCRIBED

MARK SET $400 EACH MONTH

WERE WED 50 YEARS AGO

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the half-tone say about four inches higher. The effect on the two heads which appear low in the second and fifth columns would have been more agreeable, too. The Enterprise is an all-home-print quarto, with a superlatively good impression—a crowning glory to any paper possessing it. The contents of this paper are such as reflect most creditably upon its distinguished publisher, as even the front page shown here will prove. Among all the array of fine reading matter, Brother Hotaling's editorial column is also worthy of commendatory notice. Terse, but cultured, this column radiates sense and dignity and gives to the Enterprise a high standard of character. The advertising patronage is liberal, I am pleased to observe, and no less gratifying is the fact that the displayed columns are well treated by the compositor. A very fine feature, running serially, is Editor Hotaling's inimitable account of the late meeting of the N. E. A., which in its clearness of diction and resourcefulness of description, reveals the power and facility of its author's able pen. Another highly praiseworthy feature is the number of news-letters in evidence in this publication, than which, as I have so often affirmed, there is nothing more efficacious in spreading a home-weekly's popularity.

The first page of the Clinton (Ill.) Register shown herewith as Exhibit 4, nicely illustrates the advantages of studied uniformity of headings and makeup, but I would suggest, as a better scheme for six-column papers, the use of still another displayed head, in which case such a mass would appear at the top of the two outside and two central columns, respectively. The presswork on this excellent paper is delightful in that there is no evidence of too much "color," thereby avoiding that mussy effect as evident when the fountain is permitted to flow too freely. The Register is an all-home-printed publication and in the matter of contents it excels even the high standards noticeable in mechanical features. The editorial paragraphs are pungent and pleasing, and every detail is just about right, with the exception of makeup, which could be immensely bettered by adoption of the approved triangular method, so-called because in this scheme the displayed advertisements are worked to the lower right-hand corner of the page, and so arranged as to resemble a triangle in form, the larger spaces being placed at the bottom and the smaller spaces at the top of the page, in a regular system of gradation. The advertisement composition is satisfactory, though not at all remarkable. It lacks design, and, although well infused with white, this is not always artis-

CLINTON REGISTER

DE WITT COUNTY MOURNS ANOTHER

MURDEROUS DEEDS BY SOULLESS HUNS

CENTRAL ILLINOIS IS STORM SWEPT

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tically and intelligently distributed. The fine page of "Country News Letters," under such a heading, is one of this paper's strong features—always highly effectual in claiming and holding subscribers for the home weekly.

* * *

As the newspaper critic of a well-known contemporary journal has aptly intimated, the first page of a newspaper is veritably its "front door." The home that possesses a front door-yard neatly kept and attractive, is invariably more inviting than one whose lawn is allowed

to run to weeds and disorder. So with newspapers—that one of the clean, symmetrical first page is ever more prepossessing, and hence more widely read and popular, than one whose first page is cluttered with displayed advertisements, as is this August 8th copy of the Eaton Rapids (Mich.) Review. An effect of balance is impossible in a page of this kind, although the effort straining toward that effect is commendable. Stairstep heads are all right, if the writer and compositor thereof coöperate in making the two lines of equal length; but where they are not even approximately equal, the aspect is revolting. The mechanical make-up of this specimen is far from being in accord with the approved triangular method, as explained in another paragraph; but three things are praiseworthy, namely, presswork, contents and the all-home-print feature. The advertisements composition, too, is also somewhat better than the average.

* * *

This advertisement (Exhibit 5) from Brother Harvey A. Owen's Oxford Junction (Iowa) Mirror, exemplifies points which I have repeatedly endeavored to emphasize as essentials to good composition, viz.: contrast between display and body, neat design, legibility, and the whole enhanced in forcefulness by the judicious distribution of white space. Just a little more of this last above the first displayed mass is required, however, to perfect balance. Brother Owen also merits congratulation for the very good work he does in the printing of his paper, which indicates careful attention to tympan packing and flow of ink.

* * *

How much better an effect could have been secured in the make-up of the Faribault County (Minn.) Register, if both of the displayed heads had appeared at the top of the two outside columns, instead of one in the first column and the other in the sixth column, the effect of which is suggestive of carelessness or indifference. The Register is a mammoth sheet, well impressed, and

Turn Good Intentions Into Good Actions

Begin now—not tomorrow or sometime in the indefinite future. Start that Bank account you have intended to. Call at this Bank for one of the beautiful Security Banks that we are offering to new depositors. Don't delay another day.

Don't be discouraged because you cannot save more than a dollar at a time. When you begin to save, opportunities for acquiring more money will present themselves.

Banking hours from 9:00 a. m. to 4:00 p. m.

First Trust & Savings Bank
Under State Supervisin

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4th of July
CELEBRATION

AT FAIR GROUNDS, FAIRMONT, MINN.

BAND MUSIC BY THE FAIRMONT BAND

2 50 Pace or trot, purse $200
2.17 Pace or trot, purse $200

HIGH CLASS VAUDEVILLE ACT

Half mile dash for county horses only, purse $50
Free for all running Race, one half mile and repeat, purse $75
Pony Race under fourteen hands, one half mile dash, purse $25

HIGH CLASS VAUDEVILLE ACT

Foot Race for boys under 18 years, 100 yards, purse $10
Foot Race open to all, 120 yards, purse $10
Foot Race for boys under 12 years, 50 yards, purse $5
Foot Race for girls under 15 years, 50 yards, purse $10
Foot Race for fat men, 25 yards, purse $5

BASE BALL GAME

HOME GUARD VS FAIRVIEW AND PROGRESSIVE CLUBS, PURSE $75.

All harness races 3 best in 5. Entrance fee 5 per cent and 2 per cent additional to winners. Moneys divided 50, 25, 15, and 10 per cent of purse. Four to enter and three to start. Trotters will be given 5 seconds handicap.

Running Races 5 per cent entrance fee. No additional to winners. Moneys divided 50, 30 and 20 per cent of purse.

Foot Race purses divided 50, 30 and 20 per cent.

ADULTS 50c. CHILDREN BETWEEN 5 AND 12 YEARS, 25c. CHILDREN UNDER 5 YEARS FREE. AUTOS, 25c.

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holds an abundance of readable contents; but in its mechanical make-up it diverges far from the correct triangular plan. In the main, the advertisement compositor shows considerable skill and taste, especially in empaneled effects, although there is an evident propensity for superfluity of rule and ornamentation. For instance, take the H. C. Eder & Co. ad: The double rule cutting off the top name-panel from the display following is excessive, as is also the "spotty" ornament created by combination of colons and hyphen at the end of the second line of display, which should have been centered. Further, the ornaments within the panel at the left-hand side of the central "box" ought to have been omitted as non-essentials, if not actual detrimentals. Imagine this specimen simplified as suggested, the central body matter being set square in conformity with the shape of the box or panel, and with liberal surrounding margins of white, and note the improvement. Likewise, in the E. J. Njoes advertisement (which is, understand me, a very pleasing creation) how easily perfection might have attained by the process of simplification through elimination. For example, omit the period-and-colon ornamentation from the body, also the black underscores from the top two display lines and insert between display and body rules similar to those between body and signature, and note improvement. Then, suppose we take a further, and more daring, step away from complexity, and remove the rules entirely—in which event we will letter-space the signature to full measure—and again note improvement. Where time will admit of it, the student compositor, who desires to advance in the calling, can learn much by experimenting in a way similar to that just outlined. After each eliminative pruning of non-essentials, a proof should be pulled, that the full result of the change may be appreciated, and the form then studied with the view of discovering still other unnecessary features that can be eradicated with benefit. Exhibit 6 is a specimen from this paper which is extremely neat and contains no redundancies.

* * *

In point of contents the only complaint that might reasonably be filed against the Canon City (Colo.) Record, is the lack of an editorial department; and it is presumed that even this opening would not be present in the issue before me, had not Brother Guy U. Hardy lately been attending the annual meeting of the National Editorial Association, the write-up of which consumes several columns of this June 27th number. The Records local field is thoroughly covered and the news edited in a highly creditable manner. This specimen is all-home-printed and printed well, too. Advertising seems to be extremely light, nor is that in evidence arranged in the pages exactly in harmony with the ideal system, as fully described elsewhere in this department. It is a grief to note how decidedly the man who made up the first page of this issue of the Record missed the opportunity for attainment of best results, by failing to place the double-column lead head at the top of the two central columns instead of over the two extreme right-hand columns, whereby balance—that element so essential to good make-up—is destroyed.

* * *

Commendable, indeed, was the "N. E. A. Special'" issued by the Hot Springs (Ark.) New Era, on June 6th, in honor of the coming of the members of the National Editorial Association—"the greatest bunch of real boosters in the world," as the New Era editor graciously terms them. The special edition comprised some ten pages, a generous part of which was given over to the exploitation of Hot Springs's natural advantages as a health resort, as a convention city, as a delightful place in which to live and do business, all of which was pre-

sented in well conceived, inspired and inspiring feature stories, brightened by many illustrations. While in many respects the New Era is a creditable publication, there are various mechanical defects that prevent its rising to ranks of perfection, including the use of too great a variety of black rules in borders, box heads and cut-offs, and a carelessness in justification which causes the printing up of slugs and quads; the edges of improperly trimmed plates also print up; a haphazard method of makeup gives the pages a cluttered, untidy appearance, as a remedy for which I would suggest the adoption of the approved triangular scheme. As a further move toward improvement, I would recommend the use of a uniform size of rule for borders—the three-point is bold enough—as well as single rules throughout for all cut-off purposes. Remember, in printing, as in literature, and all forms of art, exuberance and variety, as means, defeat the end sought, whereas elimination of all non-essentials—simplicity—is the factor whereby perfection is attained.

* * *

Just how completely a home weekly can approach veritable perfection is well exemplified in the Minden (Neb.) Courier, each and every issue of which is a source of delight to me, as it must prove to anyone who appreciates a newspaper immaculate, in which absolutely no feature or department is slighted or neglected in the least,

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and nothing consummated except in the most highly approved style and with the utmost of skill and attention. In point of contents no weekly with which I am familiar can excel this one; the editorial work is exceptionally high grade; contents are properly classified in makeup; a first-class editorial department is maintained; presswork is good (although this issue shows slight evidence of imperfect ink distribution on the first page); typographical styles are simple but artistic; advertisement composition attractive and modern; mechanical make-up perfect. What more could be desired? Exhibit 7 is one of this exquisite paper's gratifying inner pages—shown as a model of mechanical makeup.

* * *

The Hinsdale (Ill.) Doings ought to be filed away by subscribers, for exhibition to the future generations as a fine example of what printers of this century could produce in way of home weeklies, so refined and matchless it is on its high-grade of stock. Nevertheless I have often deplored the almost sinful manner in which the makers of this fine little paper neglect their opportunity to achieve perfection in the makeup of their first page. Suppose the heads were of uniform style and a rigid degree of exactness were exerted to use them with balance as the end in view, how much more pleasing and symmetrical the first page must appear—how much more favorable the impression on the reader must prove. I would suggest the adoption of from three to five double-deck heads for this page of each issue, each such head to comprise two stair-step lines of the twelve-point linotype Gothic face, or something a trifle larger, with a subordinate pyramid of three lines of the brevier Gothic now employed, two of which heads should be run in the outer column tops and, in case of only three heads, the third in the central column top, with neatly boxed squibs about eighteen picas in depth at the tops of the second and fourth columns; and where five such heads are available, the scheme may be the same as that just outlined, except that, in addition, a head can be run below each of the boxes in the second and fourth columns.

THE DETROIT NEWS STYLE BOOK

A recent edition of great interest to newspaper publishers is the Detroit News Style Book, a copy of which has been furnished to the office of the National Printer-Journalist by Lee White, the Editorial Secretary.

It is most complete compendium of information and doubtless will prove of the greatest practical value to employes of the Detroit News as well as to others who may be fortunate enough to secure a copy of the first edition of one thousand.

The introductory consists of a declaration of principles which is positively inspiring, for it offers evidence that the animating purpose of the organization is the highest and noblest that may have conception in human mind.

So far as as the Detroit News is concerned, this guide book of the faithful gives the lie direct that a muck-raking press exists. These three paragraphs are most suggestive: "Time heals all things but a woman's damaged reputation. Be careful and cautious and fair and decent in dealing with any man's reputation, but be doubly so—and then some—when a woman's name is at stake. Do not by direct statement, jest, or careless reference, raise a question mark after any woman's name if it can be avoided—and it usually can be. If a woman slips, be generous; it may be a crisis in her life, printing the story may drive her to despair. Kindly treatment may leave her with hope. No story is worth ruining a woman's life—or a man's either.

"Keep the paper clean in language and thought. Profane or suggestive words are not necessary. When in doubt, think of a thirteen year old girl reading what you are writing."

Besides instructions to reporters and instructions to copy readers, a large amount of most interesting information is presented. In this classification are found, Popular Names of Railroads, Michigan institutions, Army and Navy Organizations, Dates Often Called For, the Law of Libel, First Three Years of the War, etc.

NATIONAL PRINTER JOURNALIST
A JOURNAL for PRINTING and ALLIED TRADES

Established in 1883 as "The Printer and Publisher"
Published Monthly by The Ravenswood Press
4610-18 Ravenswood Avenue, Chicago, Illinois
Entered at the Chicago Postoffice as Second-Class Matter
BENJAMIN S. HERBERT - - - - Managing Editor
WILLIAM E. HERBERT - - - - - Business Manager
E. GEORGE ERTMAN - - - - Special Representative
Official Paper of the National Editorial Association
Member National Editorial Association, United Typothetae of America, Illinois Press Association, Cook County Press Club, Suburban Publishers' Association.
SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

CHICAGO. ILLINOIS, OCTOBER, 1918

A gradual coördination of the work of Government departments is being effected largely as a result of suggestions offered by members of the various trades over which war boards exercise a control. It has been found that when practical suggestions are made that they are often adopted, and the disposition of the various departments is especially noticeable as being inclined to benefit particular industries rather than to exercise arbitrary control. The editor of the National Printer-Journalist has ample evidence at hand to verify this statement. Among the various illustrations that could be cited is a recent action of the Pulp and Paper Section of the War Industries Board. On September 16th, the editor who is also editor of a local weekly newspaper, received a proposition from the Newspaper Premium Book Division of the Commission on Training Camp Activities of the War Department. The propositon was a plain violation of Rule No. 10, which reads: "No publisher shall offer premiums with his publication unless a price is put upon the premium for sale separately, and that the combined price is at least 75% of the sum of the individual prices."

The inconsistency was immediately brought to the attention of the Pulp and Paper Section of the War Industries Board in a letter from which the following paragraphs are extracts:

"Doubtless thousands of these attractive propositions have been made by the Commission to newspapers throughout the nation who are coöperating with you in your endeavor to conserve the use of paper. One of the rules adopted by the publishers of weekly and so-called "country newspapers" was this—that there should be no artificial means employed for stimulating newspaper circulation. Premiums are therefore taboo.

"Here is a proposition that offers a most attractive premium and under Governmental sanction encourages the violation of one of the rules which has been universally adopted. The inconsistency of the situation appears quickly to you and to those who have made a study of conditions peculiar to the industry. It occurs to me that there ought to be a coördination of various Government Boards using print book paper and that every Department shall at once have full information as to what they are expected to do in connection with the saving of paper which newspaper and printing offices outside the Government control are observing with greatest care."

The stand taken by the editor of the magazine was immediately approved by the War Industries Board and in confirmation, the following letter, dated September 20th, was written: "We thank you for your letter of September 16th. You are correct in your statement and suggestions. We have had the particular instance you referred to up with the Newspaper Premium Book Division of the Commission on Training Camp Activities. The proposition in its original form has been withdrawn. Very truly yours, George A. Ferguson, Pulp and Paper Section, War Industries Board."

On another page of this number of the National Printer-Journalist will be found a tabular arrangement showing the hour costs in various departments of printing offices reporting to the United Typothetae of America. The figures are startling in their revelations, but the difficulty so far as the good to be accomplished by publication is concerned lies in the fact that many printers will say that conditions are different in their plants and their costs are not nearly so high.

Bankruptcy will probably face many who assume this position and the sooner printers and publishers are brought face to face with the perilous situation the better. Those who are still figuring that the costs in their composing rooms are $1.00 or $1.20 an hour, and those who have been estimating that the costs of running job presses is only 75c or 80c an hour, are doubtless already in a predicament from which it will be very difficult for them to extricate themselves.

The rise in costs from the year 1913 to the present has been phenomenal, as the table shows, but war conditions in the countries of the Allies offer illustrations of what we may still expect here. With a rising paper market, the price of labor increasing month after month,

as demands are made, increased costs of machinery and repairs thereto, are combining to create a condition which will force the best management in printing and publishing offices everywhere.

The furnishing of information of this character by the United Typothetae of America and the trade journals is a service to the trade, the value of which will never be rightly estimated and appreciated. The great necessity is for every reader of trade journals to continually inform himself as to changing circumstances and seek to influence his brothers as to the peril with which their ways are beset.

There must be more enlistments in the army of men who are seeking to reconstruct industry after the war. America's future is one roseate with promise but the prospect will only remain so as the war for commercial supremacy can be successfully waged. When the prices of commodities return to normal, and labor costs are brought to a reasonable basis, and commercial credits and the relationships between bankers and business men resume a more cordial understanding, a program of reconstruction may be started upon.

There must be something of a progressive effort made under Government auspices to prepare the way for the setting up of such a program. The printing and publishing industry of the United States by reason of its influence upon all other industries has a big responsibility to which it will doubtless respond. The immediate requirement seems to be for the thinking men engaged in the art preservative of all arts to give as much of their time and thought to a consideration of these problems of futurity as they may possibly be able to spare from the demands of the present.

Mr. Erwin Funk, editor of The Democrat, Rogers, Ark., is in Chicago for special Y. M. C. A. work in the School for Physical and Recreational Secretaries, for overseas duty. Following the training in Chicago, he will go to Columbia University, New York City, to complete his course.

Mr. Funk had been most useful in taking care of the publicity work in editing "Trench and Camp" at Camp Pike, Little Rock, Ark. In a letter to Mr. Funk, Mr. A. P. Pakes, Director of Publicity of the Southern Department, wrote in part as follows: "Just before leaving San Antonio, word came through official channels that clearance papers were being asked for you in order that you might be assigned to service in France. My first thought was one of sincere regret that we are to lose you from our publicity staff, and I cannot help feeling this regret still. If your successor approaches anywhere near the efficiency you have shown, he will be entirely satisfactory to us."

Alonzo Burnham Bragdon, Jr., editor of the Monroe, Michigan, Record-Commercial and a prominent and useful member of the National Editorial Association, died Thursday, September 5th.

The funeral was held September 9th. County officials, members of Monroe Lodge I. O. O. F. and Valentine Lodge K. of P. attended. The burial services were in charge of Toledo Lodge, B. P. O. E.

The funeral was one of the largest that had ever been held in the city which Mr. Bragdon did so much for. Among those who attended the funeral were Mr. Will E. Beeson, editor of "The Journal" of Winchester, Indiana. Mr. Beeson says of the departed editor: "Our friend, 'Buck Bragdon, will be missed by the National Editorial Association, for he was one of the most useful members. I think I can truthfully say that more of the members knew him and honored him for his service to the Association than any other man not officially serving that body. He was content to remain in the ranks and to do everything that his hands found to do that might be of benefit to the cause."

Mr. George Schlosser, Secretary of the N. E. A., writes: "I am grieved to hear of the death of our dear old friend, "Buck" Bragdon. It was only a few weeks ago that I wrote him a cheering letter. Mr. Bragdon was one of the active members of the National Editorial Association and one who was usually on hand with a cheerful disposition to render service unto others without regard for the pleasure or comfort of himself. On several jaunts, he served as publicity representative, editing all the matter furnished the papers on our trip and was always active in the welfare of the Association. He would have been with us at Little Rock but for his sickness."

Mr. Bragdon was only forty-six of age but in his short span of life, accomplished more than many men who have lived to be much older.

EDITORIAL ON TEACHING OF PRINTING APPROVED BY NATIONAL AUTHORITY

Mr. Beni. Herbert, New York, October 6, 1918.
Editor National Printer-Journalist, Chicago, Ill.

Dear Mr. Herbert:—I am enclosing money order for renewal of subscription to your valuable journal. . . . The editorial on school print shops hit the nail on the head. . . . (Signed) JOSEPH A. DONNELLY,
President International Association of Teachers of Printing, 444 West 57th Street, New York, N. Y.

PAST-PRESIDENT HOTALING APPROVES FIVE-YEAR PROGRAM

In a letter to the editor of this magazine, Mr. H. C. Hotaling, of Mapleton, Minn., says, "Your five-year program is all right and would work out if a man had the opportunity to go after it. There are lots of men who would be willing to help such a move among the big publishers, men who can afford to pay a hundred dollars a year as easily as some others could pay five dollars.

In regard to the suggestion that free transportation be given to the members of the N. E. A. in attending the National Convention, Mr. Hotaling says: "I doubt if anything like you speak of securing from Mr. McAdoo could be obtained, but it would be but a slight recompense for the millions of dollars of publicity given to the Government by the country newspapers. Somehow or other the big ones have overlooked a good bet in ignoring the country publishers. They bent themselves double to pay honor and tribute to the advertising agent—the fellows who worked the press, but contented themselves with a note to us stating their appreciation. The Seattle convention would be a whirlwind of a success if delegates could get such a recognition."

THE PRACTICAL BENEFITS OF ATTENDING ONE N. E. A. CONVENTION

Blue Earth, Minn., September 24, 1918.

Editor National Printer-Journalist, Chicago, Ill.

Dear Editor:—I have felt so much benefit derived from having attended the last National Editorial Association Convention at Little Rock and Hot Springs, as well as the trip around the State of Arkansas, that I have been wondering if it could not be urged upon more of the brethren of the press to get into the association and receive like benefit from the meetings, with the splendid papers on journalism which are given, and the inspiration that comes from the meeting together of brothers of the press.

I received one point at the convention that has much more than paid me for the entire trip, and then some, and that is the raising of the price of the Register from $1.50 to $2.00 a year. As soon as I arrived home from the convention I immediately wrote and consulted with the other newspaper men of this county (there are ten papers in Faribault county) and a day was appointed to meet at Blue Earth, the county seat, in which to talk over the matter of raising the subscription price to $2.00 a year. Our plan was to make the date of change October 1, 1918, allowing as many years' advance payment as desired at the $1.50 rate till then, and advertise the fact well, both by circulars and notices in the various periodicals. This has been done by at least seven of the ten papers of the county with splendid effect. Scarcely anyone has questioned cost of everything that the printer buys. I received today an advance subscription of $7.50, which dates the subscriber to January 1, 1924—five years. Many others have advanced their subscriptions to 1920 and 1921. With the present Government regulations as to newspapers the plan has been a splendid one, and it would seem that those who have adopted it, have simply come into their own, and without scarcely any loss.

Now, if I had not attended the National Editorial Association Convention this year, I have no doubt that I would not have made the raise in price, and who knows but the sheriff might have been knocking at my door, as well as others.

Aside from the financial gain, the education, relaxation, pleasure from social intercourse and the seeing of new sights, is a gain to any person, and especially to one engaged in the newspaper business.

Yours fraternally,

J. M. PALMER.

Editor and Proprietor The Faribault County Register.

THE GOVERNMENT HAS NOT ORDERED CURTAILMENT OF ADVERTISING

The rumor still persists that the Government has ordered a severe curtailment of advertising in periodicals, and some advertisers giving this as an excuse for withholding advertising.

THIS IS NOT TRUE. Probably the best "comeback" to such advertisers will be to quote the recent statement of Hon. W. B. Colver, chairman of the Federal Trade Commission on this subject.

In part, Mr. Colver said: "Discontinuance or even sharp curtailment of advertising because of temporary war conditions, would seem to imperil the most valuable asset that any business has—namely, its GOOD WILL. No more faulty logic can be found than that which would impel a manufacturer to cease building for the future by means of advertising, simply because the output of his factory is for the time being, restricted; or because diversion of his facilities to war work has operated to withhold his goods from accustomed markets. In modern business there can be no "sufficient unto the day" policy.

"In advertising the business has built up the intangible or spiritual side of his business, if such it may be designated, as distinct from the material side. It is the spiritual side as represented by the good will, that is slower of growth and that is the more seriously jeopardized by neglect—neglect which could take no more disastrous form than an interruption to advertising.

GOOD-WILL, in my estimation, IS FAR MORE VALUABLE THAN THE PHYSICAL property with which it is linked.

"The manufacturer who has converted his factory to war work and has therefore interrupted the production of his original line, does not tear down and discard his expensive machinery to save the insurance premiums or other similar expenses. It would be just as sensible for a manufacturer whose commercial integrity is founded upon advertising to abandon his advertising campaign in order to save the carrying charge upon his greatest asset, good-will.

They told me when I was a youngster that "even the Lord can't make a two-year-old calf in a minute.' Big advertising spreads after the war will meet equally big spreads. Business will bid for public attention and interest on a bull market. The purpose will be to put a punch in good-will which has gone flabby. The man who goes into that contest with a public attention and interest which he has never allowed to relax will go in with his good-will trained to the minute.

"He will win." Mr. Colver's entire statement follows the same general tenor. Instead of the Government calling for a reduction of advertising, here we have the Chairman of the Federal Trade Commission, urging a continuance of advertising.

Because of war conditions, the Strathmore Paper Co., of Mittineague, Mass., has discontinued their series of Big Letters for the sake of paper conservation. There was to have been six in the series, only two of which have been issued.

A BUSINESS SURVEY OF IOWA COUNTRY NEWSPAPERS

By F. W. Beckman, Professor of Agricultural Journalism, Ames, Iowa

(This paper was presented at the annual Iowa Press Association meeting, February 9, 1918)

SOME striking facts were crystallized through the newspaper and job printing questionnaire sent out by Secretary G. L. Caswell of the Iowa Press Association. He and others for a long time suspected that there was serious lack of uniformity and careful method in country newspaper and job printing management and price making, but they were not altogether prepared for the extraordinary variety that was found.

The condition as found can be described as nothing short of confusion. In the matter of wages paid for employes there is the widest range. In price making on the very simplest jobs, as the printing of envelopes of standard quality and size, nearly every third shop has a different price and the range runs from one-half of what the job is really worth to two times what it is worth. Although for certain kinds of legal publication the law fixes a clear, unmistakable rate, every third or fourth newspaper quotes a different price. It may be said with safety that not one establishment in five in Iowa knows with any reasonable certainly what such an operation as machine composition is costing it. Closely related to this situation is this other significant fact: Many less than one-third of the newspaper and printing establishments in Iowa maintain any kind of a cost finding system.

A successsful country newspaper and job printing owner in a neighboring state gave me this advice when I told him something of what the questionnaire would disclose: "When you present these facts to the Iowa Press Association and discuss them," he said, "lock the doors, pull down the blinds, lower the lights and talk in subdued tones, because it is tragic, nothing short of tragic. The truth of it ought not get very far from home."

The gathering of these facts was made possible through the plans of your field secretary, Mr. Caswell, who in January prepared and sent out to 150 representative newspapers in the state, a carefully prepared questionnaire dealing with business methods, subscription price, wages, advertising and advertising rates and job printing prices. Mr. Caswell asked me to take the answers, study them, digest them, and put them into summary form that would be convenient for your information. That has not been an easy task, because of the great mass of information collected. It was not possible in the time available to follow all phases of the investigations to their final details, but the larger truths have been brought to the surface and crystallized.

Answers Reflect Interest of Publishers

In all, 125 question blanks were returned, more or less fully answered. For the most part the questions were thoroughly and intelligently answered. That is a splendid result and testifies to the interest of country newspaper men and publishers in this whole matter of more efficient business management.

It was necessary to put nine of these answers in a group by themselves because they were from daily newspapers. It was necessary also to leave out of general consideration six other question blanks because they arrived after the work of making the summary was nearly completed. Of this latter group of six it may be said that if they had been included they would not have changed materially the final summary presented. In all, returns from 110 country newspapers and printshops are included in the main summaries.

It was necessary for proper consideration of the facts and figures secured, and for the sake of convenience, to place the newspapers answering into seven groups, as follows:

CLASSIFICATION OF IOWA NEWSPAPERS

	Circulation	No. of newspapers in group
Class 1	Up to 800	20
Class 2	800 to 1200	22
Class 3	1200 to 1600	30
Class 4	1600 to 2000	14
Class 5	2000 to 2500	13
Class 6	2500 to 3000	7
Class 7	3000 to 4000	4

In addition to these classes there was the small group of nine dailies.

Newspapers Going on "Home-Print" Basis

Not all of the facts gathered are "tragic," as our good friend from a neighboring state described. On the contrary, there is abundant evidence that Iowa publishers are on the way towards better business organization, the making of better newspapers, the securing of fairer prices and ultimately the securing of a reasonable compensation for their abilities and endeavors in the newspaper and printing field.

Of the 100 newspapers considered, 71 are at this time all home print publications and only 39 use "patents." It is not possible to get accurate figures on the ratio in this group of 110 in previous years. However, it is the judgment of many that ten years ago at least 70 or 80 of these 110 newspapers were using patents. These figures may be taken as a reasonable index of the larger ambition and the greater possibilities of the country newspaper business in Iowa. Unquestionably there is a decided swing towards all home print; as is shown in the questionnaire results given in Table I.

Table I—The Use of All "Home Print" or "Patents" Among Iowa Newspapers (Based on returns from 110 establishments).

	Up to 800	800 to 1200	1200 to 1600	1600 to 2000	2000 to 2500	2500 to 3000	3000 to 4000	Tot.
Patent	13	16	7	2	1	0	0	39
All home print	7	6	23	12	12	7	4	71
	20	22	30	14	13	7	4	110

The grouping of these patent and all home print newspapers according to size of circulation is also given in Table I.

Subscription Price Trends to $2.00

A study of the subscription prices of country newspapers in Iowa also offers much encouragment. There is reflected very clearly a strong movement away from the lower, unprofitable subscription rates to a $2.00 rate. This is apparent both in comparison with subscription prices ten years ago and two years ago. In comparing subscription prices of 1918 with those of 1916 it is quickly evident that publishers everywhere in the state have been forced by the war to see the need of an adequate subscription price. There have been 60 per cent more changes to higher prices in the two years since 1916.

The trend in subscription prices is clearly brought out in Table II presented herewith:

Table II—Subscription Rates of Iowa Newspapers (110 newspapers Reporting).

	No. at $1.00	No. at $1.25	No. at $1.50	No. at $1.75	No. at $2.00	Ave. Rate
1908	39	12	56	1	2	$1.30
1916	18	6	83	1	2	1.41
1918	2	5	74	2	27	1.60
Net gain or loss in 10 years	—37	—7	+18	+1	+25	0.31

In 1908 there were thirty-nine $1.00 newspapers; in 1916, eighteen; in 1918, only two. The number of $1.25 newspapers has in ten years been reduced from twelve to five. From 1908 to 1916 there was a marked increase in the number of $1.50 newspapers, from 56 to 83.

But significantly there has been a decrease in $1.50 newspapers since 1916. Among the 110 publications there are now only 74, or 9 less than two years ago. In 1908 there were only two $2.00 newspapers among the 110 reporting, and in the eight years following the number remained the same. But since 1916, 25 have been added to the $2.00 class, their total number now being 27, an increase of 1350 per cent. It is certain, judging from the questionnaire, that in the next three months, from five to ten other newspapers will leave the $1.50 class and join the ranks of the $2.00 publications.

$2.00 Rate Means Circulation Profits

In 1908 the average subscription rate for the 110 newspapers was $1.30, in 1916, $1.41, and in 1918, $1.60. The net gain in ten years has been 31c per subscriber. The importance of these changes to the country newspapers in Iowa is reflected in the following figures:

By increasing their rates 40 newspapers of the 110 will this coming year of 1918 get an increase in subscription income amounting to approximately $32,581 annually. If the entire list of 110 newspapers had an equivalent increase in subscription price, their income would be increased approximately $100,000 for the year. If Iowa's 600 or more country newspapers joined the ranks of these who are getting an adequate subscription they altogether would benefit in excess of half a million dollars.

It is interesting that the movement towards higher prices has not been confined to the newspapers of the larger classes. The publisher of the newspaper of small circulation has been just as quick to recognize the situation and to act. In the smaller class of publications of the 110 reporting, there remains today only $1.00 newspaper. The other lonesome $1.00 publication is found in the class ranging from 1,200 to 1,600 circulation. The distribution according to classes is shown in Table III.

Table III—Subscription Rates of Iowa Newspapers, According to Classes (110 reporting).

	No.at $1.00	No.at $1.25	No.at $1.50	No.at $1.75	No.at $2.00	Tot. No.
Class 2	0	2	15	0	5	22
Class 3	1	0	23	1	5	30
Class 4	0	0	9	1	4	14
Class 5	0	0	10	0	3	13
Class 6	0	0	4	0	3	7
Class 7	0	0	1	0	3	4
Class 1	1	3	12	0	4	20

Publishers Get Better Advertising Rate

Just as clear as the movement towards better subscription rates, is the movement towards adequate advertising rates. Upon the face of the returns, not a single one of the 110 country newspapers reporting is getting less than 10c per inch for its display space and only eight of the 110 are getting as low a rate as that. To my own knowledge, even as short a time as three years ago there were at least five of the newspapers reporting that were getting less than 10c per inch. The total number must have been larger than that. Fifteen publications are getting a 12½ rate; 57 out of the 110 are getting a 15c rate; two are receiving 15c to 18c; 10 from 15c to 20c; one, 17½c; one, 15c to 22; two, 18c to 20c; seven, 20c to 25c; one, 24c, and two, 25c. One other newspaper is charging a sliding scale which cannot well be included in this classification. The detailed results of the questionnaire as to advertising rates will be found in Table IV.

Table IV—Advertising rates (per inch) of Iowa Newspapers Arranged According to Classes (No. of newspapers quoting rates under each rate.)

Class	10c	12½c	10 to 15c	12½c 15c	15c	15 to 18c	15 to 20c	17½c	15 to 22c	18 to 20c	20c	20 to 25c	24c	25c	Ave. Rate
I	5	5	1	4	5										.128
II	3	5		1	10		3								.14
III		5	1	1	17	1		1	1	1	1				.146
IV					7						6				.171
V				1	7	1	1						1	1	.169*
VI					3		12			1	1				.173
VII							2					1		1	.205

*1 sliding scale not included.

Of the 110 newspapers only 32 are getting less than 15c and 78 are getting 15c or better. It is doubtful if five years ago as many as 30 were getting a straight 15c rate among these 110 newspapers. Some influence has been at work in the last few years educating and prompting country publishers to get an adequate price for their space, for there has been an unmistakle swing towards such a price. If I mistake not, this new Iowa Press Association and its aggressive field secretary have had much to do with this new movement.

It is worth while to make a comparison of the rates in Iowa, which are improving and approaching what is adequate, with the rates proposed by the advertising rate committee of the National Editorial Association. That is done in Table V, which shows the average Iowa rate for newspapers of the various classes, and also the N. E. A. rates for the same groups. It will be noted that the Iowa rates are still much below the rates proposed by the N. E. A. Whereas, in class 1 (up to 800 circulation) Iowa publishers concerned in the investigations are getting 12.8c per inch, **including cost of composition,** the N. E. A. recommends 14c per inch plus 6c for composition, or 20c in all. That is approximately 60 per cent more than the average Iowa rate. The same difference between the Iowa existing rate among the 110 newspapers and the recommended rates of the N. E. A. rules throughout all of the classifications.

Table V—Comparison of Actual Average Rates in Iowa with Proposed Rates of National Editorial Association.

	Up to 800	800 to 1200	1200 to 1600	1600 to 2000	2000 to 3000	3000 to 4000
Iowa*	.128	.14	.146	.171	.17	.205
N. E. A.**	.20	.22	.24	.26	.30	.34

*Prices quoted include cost of composition.
**Prices include a charge of 6c per inch for composition.

While Iowa newspapers have made progress in the matter of securing an adequate rate for display advertising, they are still behind what is generally considered as a satisfactory and fully compensatory rate by men who know.

Farm Sale Advertising Rates Low

The survey of the 110 newspapers discloses this interesting fact as to farm sale advertising: Nearly 80 per cent charge no more than the regular price for this kind of advertising. Fifteen publications out of the 110 charge an increased rate, which at the lower extreme is 16 2-3 per cent increase and at the other extreme is

233 1-3 per cent over the regular rate. One publication out of 110 actually charges 16 2-3 per cent less for farm sale advertising than for other kinds of display advertising. In all, fourteen different variations from regular rates were noted. One report indicates that the publisher charges $1.00 for a reader, but does not mention any charge for display space. Another charges $1.00 per inch for 8 point readers and another charges 25c per inch for the same kind of readers. Still another charges 5c per line for readers. One publisher charges from $6.00 to $24.00 each for advertisements run from sale bills printed in his shop and he charges $7.50 for the first 100 12 x 24 inch bills that he prints. That is the top rate among the 110 newspapers. By most publishers it is urged that farm sale advertising should be charged for at a higher rate because of the special service rendered and because the farmers belong in the occasional advertising class. However, only a limited number, less than 20 per cent, make any increased charge for this type of advertising.

For "locals" there is rather close agreement as to rates charged. They range from 5 cents per line to 15 cents, with 65 publications charging 10 cents per line for the first insertion and 40 of the 110 charging only 5 cents. Two publications, in the class of 2,000 to 2,500 circulation, charge 15 cents per line for the first insertion; two charge 8 cents. The five cent rate disappears after 2,500 circulation is reached. About half of the papers of the smallest circulation class charge 5 cents, the remainder charging 10 cents. It is the practice of some papers charging 10 cents or more to offer a discount for subsequent insertions, the common practice being to make a 50 per cent discount. However, 49 publications getting 10 cents make no reduction for subsequent insertions. Extra charge for blackface type is commonly made, often 100 per cent extra.

There is an increasing movement among country newspapers to take "locals" out of the reading columns and put them into want ad or classified ad departments. Such departments were rare five or ten years ago; at the present time, 75 out of the 110 newspapers reporting say that they run such departments. They appear in the newspapers of larger circulation, from 2,000 up, in almost all instances.

Use of Linecasting Machines Increases

The growth of country newspapers and their increasing efficiency is told most eloquently, perhaps, in their installation of linecasting machinery. Of the 110 country publications reporting, 81 have modern machines for composition. Their use is quite common among the smaller publications and they are found in every plant of the larger publications. Their actual distribution among the 110 shops by classes is shown in Table VI:

Table VI—Number of Linecasting Machines Owned by Country Newspapers (110 Establishments reporting).

.....	Up to 800	800 to 1200	1200 to 1600	1600 to 2000	2000 to 2500	2500 to 3000	3000 to 4000	Tot.
With Machines.....	8	13	22	14	13	7	4	81
Without Machines.....	12	9	8	0	0	0	0	29

It is likely that ten years ago not more than two or three of these 110 establishments reporting were equipped with linecasting machines. Today the total is 81.

Fewer Publishers Act as Foremen

Conditions have improved enough among Iowa country newspapers to make it possible for the greater number of them to give the editor and publisher freedom from responsibility for keeping the "back room" moving properly. This is shown in Table VII. Of the 110 newspapers studied, 79 employ foremen and in only 31 cases does the owner himself serve as foreman also. That is undoubtedly a great gain. Men who know say that ten years ago the owner-foremen were in the majority. This gain means that in most Iowa establishments the owners are getting time to organize their business more carefully and to occupy themselves with the bigger things of management. Better subscription prices, better advertising rates, better business methods, better job printing prices are all dependent upon adequate management in the front office and that is coming with the increase in employed foremen for the back rooms.

Table VII—Wage Rate for Foremen on Iowa Country Newspapers (Based on reports from 110 shops).

Class	Owner Foremen	Hired Foremen	Range of Wage	Average Wage
Up to 800	13	7	$12 -20	$17.28
800 to 1200.....	10	12	15 -25	19.25
1200 to 1600.....	4	16	15 -25	18.44
1600 to 2000.....	2	12	16½-23	19.08
2000 to 2500.....	2	11	16 -22	19.65
2500 to 3000.....	0	7	21 -25	27.71
3000 to 4000.....	0	4	18 -25	22.25
Dailies			22 -34	26.72
Average Foreman's Wage for all Weeklies.....				19.60

Publishers Have No General Wage Scale

It is clear from the further study of the questionnaire replies on wages and employment that the situation is badly mixed. There is apparently no recognized standard wage for the foremen. The range is from $12 to $25 in the 110 establishments studied. That great variation runs through all classes of newspapers reporting, as may be seen from a study of Table VII. Among publications with circulations up to 800, the range is from $12 to $20, with an average of $17.28. In the next two classes the range is even greater, from $15 to $25. In the newspapers of largest prosperity there is just as much variety in wage as in those not so prosperous, for those with circulations of 3,000 or over pay wages to foremen ranging from $18 to $25, with $7 spread between them and **every shop in the class paying a different wage.** In all there are 24 different wages reported among the 110 plants.

With the dailies there is about the same variation, for the range in the nine plants reporting is from $22 to $34 per week. Of course, that covers some of the plants in cities of 50,000 as well as some of the smaller city plants.

The most common wage, that is, the wage most often paid to foremen, is $20 per week, that being paid in 38 instances out of 110. The next common wage is $25, which is paid in six instances, twice in the class of publications with circulations up to 1,200. The average weekly wages of the seven classes among the 10 publications run from $17.28 to $22.25. The average for the 110 is $19.60.

Owner Foremen do not Get Wages as Such

This significant fact appears from the answers of the 110 newspapers: The 31 owner foremen do not apparently pay themselves any wages that are charged against their operating expense account as such. (Note: At the time of the presentation of this report before the Iowa Press Association the owner-foremen present who charge a reasonable wage for themselves against their business were asked to raise their hands; there were only two or three affirmative responses.) That this is wrong practice good business everywhere else declares. It is

just as wrong in the newspaper business. Though a man be an owner, good management demands that he actually pay himself his weekly wage as editor, business manager, foreman, linotype operator, or what not. The failure to do this in many cases helps to account for inadequate printing and advertising prices.

Linotype Operator Wages Vary Unduly

There is no more uniformity in wages paid to the skilled men and women who operate linotype machines than for foremen. In fact, 18 different sums are paid in the 81 establishments reporting. The range of pay runs from "$3.00 per week and board" to $25.00 per week. For convenience the former sum has been estimated at $6 per week. The range is shown in Table VIII.

Generally the publications of smaller circulation pay a smaller wage, but this is not always true, for in the class of publications of 1,200 to 1,600 circulation two pay $25 per week and nine pay $20 or more. The aver-

Table VIII—Iowa Machine Composition Cost. Eighty-one out of 110 country shops have machines; forty report cost; forty-one don't know.

Class	Operator's Wage		Estimated Cost of Composition			
	Range	Ave.	Range		Average	
			Per M	Per Hr	M	Hr
Up to 800.....	$ 6-25	$11.66	22-40c		29c	
800 to 1200.....	8-20	15.55	20-48c	.85-1.00	37c	.85
1200 to 1600.....	8-25	17.22	16-50c	1.00-2.00	35c	1.40
1600 to 2000.....	10-20	17.07	25-60c	.60-1.75	38c	1.21
2000 to 2500.....	8-22	17.54	25-50c	1.60-1.90	32c	1.75
2500 to 3000.....	15-25	21.33	23-50c	1.50	36c	1.50
3000 to 4000.....	18-25	22.25	-35c	1.25-1.50	35c	1.33
Dailies	18-25	22.50	12-45c	1.35-1.50	26c	1.42

Ave. Oper. Wage (Dailies not Incl.), $18.50.
Ave. Com. Cost (Dailies not Incl.), .341 per M; 1.36 per hr.

age for this class, $17.23, is higher than that of the next class following. The average operator wage among the eighty-one establishments is $18.50 per week. The average for dailies is $22.50.

Perhaps complete uniformity in wages paid cannot be expected, but in time there is bound to come more agreement in what this item of skilled labor is worth. That is bound to come as employers and employes both understand the situation better.

Publishers at Sea as to Composition Costs

When an effort is made to get at machine composition costs, the first of the tragedies to which our newspaper neighbor referred comes to light. There is nothing but utter confusion among the newspapers of Iowa as to what machine composition is worth. Of course, it must be granted that varying conditions will make for varying costs, for example, the varying factor of wages paid. But even then not so great a variety seems reasonable as is found in sixteen different estimates from forty different shops. There is lack of knowledge, the publishers themselves say, in forty-one cases out of eighty-one. These forty-one throw up their hands and say in effect: "Search me! I can't tell you what linotype composition is worth." Even the forty who say they know something about it answer with hesitation and doubt that make answers less valuable.

Cost Estimates Too Far Apart

The range of estimated cost is shown in Table VIII above. With publications up to 800 circulation the figures run from 22c to 40c per M; in the next class, up to 1,200, from 20c to 48 per M, and 85c to $1 per hour. In the third class, up to 1,600, the per M cost runs from 16c to 50c, while the hour cost is estimated from $1 to $2. The next two classes run about the same, with 50c per M as the maximum. The publications of 3,000 or more report a 35c per M cost and $1.25 to $1.50 per hour. The average for the classes ranges from 29c to 35c per M, with class 4 the highest, with 38c per M, figuring it on that basis, and class 5 highest on the hour basis, with a cost of $1.75 per hour.

The dailies report a composition cost of 12c to 45c per M and $1.35 to $1.50 per hour. The 12c per M cost is reported by the largest daily returning answers and it pays top wages and declares it has a thorough cost system.

Conditions Reflect Need of Cost Accounting

The tables reflect the serious need of a better study of machine costs, and before that, a better system of determining them in every plant that operate a linotype. Of the eighty-one plants concerned, more than half make no effort whatever to determine costs; most of the remainder are not keeping thorough account of costs. Yet machine composition is entering more and more into the costs of printing and profit or loss depend more and more upon this item. As matters now stand about the only newspaper owner who knows with absolute certainty where he stands on machine composition cost is the man who buys it from the other fellow and this is done in some instances for as low a price as 20 cents per M.

Job Prices Also in Confused State

There is no less confusion and uncertainty when a study is made of job printing prices in Iowa. One of the questions, dealing with a very simple, standard job of letterhead printing, on stock of known size, weight and value, brought forth amazing diversity of prices. They are shown in Table IX. For 500 lots, the shops reporting quoted thirteen different prices, ranging from $2 to $4.65. On 2,000 lots the diversity was even greater, seventeen different prices being quoted, with a range of $3.25 to $7.50. The majority price quoted for 500 letterheads as specified was $3 to $3.50, sixty out of ninety-three shops quoting within that range. For 1,000

Table IX—Iowa Job Prices—Letter Heads—Using 12 lb., 17c Stock—(Reports from 110 country shops).

	500 Lot	1000 Lot
No. of different prices.....	13	17
Range	$2 to $4.65	$3.25 to $7.50
Majority price (60 out of 93).....	$3 to $3.50	
(49 out of 99).....		
Actual Average	$3 to $3.21	$5.15

letterheads the common price was $5 to $5.50, that being the range of 49 out of 99 quotations. The actual average is close to these figures, $3.21 in one case and $5.15 in the other.

Such diversity must be confusing to the purchasers of printing who compare notes, and they do, without question. It must also discredit the job printing business.

Envelope Quotations Vary Seriously

No job of printing could be simpler than the questionnaire job of envelope printing on white XXX stock, No. 6½. Yet there was just as extreme confusion in estimates as to what the job is worth. For 500 lots there were fifteen different prices, ranging from $2 to $3; for 1,000 lots, seventeen prices, ranging from $3 to $6. For 500 lots the common prices quoted are shown in Table X:

Table X—Common Envelope Prices in Iowa.

500 Lots	1000 Lots
$2.25—14 shops	$3.50—10 shops
2.50—33 shops	3.75— 8 shops
2.75—24 shops	4.00—35 shops
3.00—11 shops	4.25— 6 shops

Farm sale bills are quite uniform in style and composition and it is not unreasonable to expect to find a

price for them about as staple as the price for Indian Head unbleached muslin in dry goods stores. Yet Table XI discloses the diversity that exists in this item. Only 12 x 18 size bills were considered in the table, although prices for other sizes were quoted. This one size will illustrate the situation.

Table XI—Farm Sale Bill Prices, 12 x 18 Inches in Size (62 quotations considered).

	1st 100	2nd 100
No. different Prices..	10	7
Range of Prices	$2.50 to $6	.50 to $2
Average Prices	$4	.99

Fifty shops reporting their charge for law briefs, a very simple piece of work, concerning which there should be no great diversity of opinion as to a proper charge, show six different prices, ranging from 50c per page to $1.25 per page, with an average of 87.3c per page. The fifty shops quoted as follows: 50c, 2 shops; 65c, 1 shop; 75c, 17 shops; 80c, 5 shops; $1, 24 shops; $1.25, 1 shop.

Many Prices on Standard Legal Printing

Greater diversity might be expected for court docket printing, because that sort of a job is more complex, but hardly such a variety as is presented in twelve prices from only 38 shops. Every other establishment has its own peculiar charge. The range is from 30c to $2.10 per page; from $50 to $90 per job. The rule seems to vary from taking what the supervisors will dole out, to charging all the traffic will bear.

Table XII shows similar variation in legal blank charges. However, there is opportunity for variation in estimates because composition varies so often, and then the questionnaire did not indicate whether the blanks were to be printed on one side or both sides. The table is offered without comment, merely as a piece of corroborate evidence that Iowa job prices are in a state of confusion.

Table XII—Iowa Legal Blank Prices (38 shops reporting).

	¼ Sheet		½ Sheet		Full Sheet	
	500	1000	500	1000	500	1000
No. of different prices	15	16	16	13	8	4
Range of prices	$2.75 to $12.00	$ 4.25 to $15.00	$ 3.50 to $15.00	$ 5.00 to $16.00	$ 6.50 to $15.00	$ 9.00 to $18.00
Most common prices	$5.00 (6)	$10.00 (4)	$ 7.50 (5)	$12.00 (4)		
		7.50 (3)	10.00 (4)	10.00 (4)	10.00 (4)	15.00 (6)
	7.50 (5)	7.00 (3)	6.00 (4)	16.00 (3)		

Reasons for Price Diversity Appear

To the seeker for a reason for this diversity in even simple matters in newspaper and job printing management, Table XIII is of interest for several reasons.

First, the statistics gathered from 110 publications and plants on their use of a cost accounting system are striking. Of this large number only thirty-nine report that they use a cost system of any kind, complete or partial, while seventy-one do not use a cost system at all. A study of the table shows that this lack of a cost system is not peculiar to smaller establishments alone, but is common throughout the seven classes of publications, and in about the same proportion in each class, except the last two, in which it is smaller.

It is the judgment of men of wide experience to whom these facts have been submitted that the failure to provide adequate means for determining costs is closely associated with the diversity of prices, ranging from altogether too little to very much too much. They question seriously whether newspaper and printing business can grow and prosper unless the cost system is speedily adopted generally.

Publishers Cut Even Legal Prices

Second, the statistics gathered on the practice of price-making on legal publications, not supervisor proceedings) and bank statements are likewise very significant.

The price for legal publications is clearly fixed by law and every newspaper printing them can determine absolutely what it should receive. Yet, notwithstanding this simple situation, one-fourth of the 110 publications concerned discount a fixed legal rate, according to their own admission. Perhaps the proportion would actually be larger if the truth were known.

Likewise the rate to be charged for bank statements is clearly fixed. Yet the 110 publications charge twelve different kinds of prices, with amazing range from 10c per inch (ordinary display rate) to $8.50 per statement. The discounting of a legal rate is not common to one class of publication alone, but to all, as the table indicates. It is not easy to say who are the most indifferent to the best business practice in this matter.

Subscription Collections Neglected

Third, the statistics on subscription methods are worthy of notice. They show (Table XIII) that of the 110 publications reporting, only 38 collect their subscription price in advance; 62 try to collect "during the year" and ten collect "any time." Disregard of the importance

Table XIII—Business Method in Iowa Newspaper Establishments (Based on Report of 110 Country Publications).

		Up to 800	800 to 1200	1200 to 1600	1600 to 2000	2000 to 2500	2500 to 3000	3000 to 4000	Totals
Cost System	Yes	8	7	9	5	5	3	2	39
	No	12	15	21	9	8	4	3	71
Legal	Full Rate	16	18	23	10	10	5	3	85
	Disc.	3	5	7	4	3	2	1	25
Bank Statements	No. of Rates	10	10	7	7	6	4	3	Net 51
	Range	$1.20 to 6	$2 to 7.50	10c in to $5	15c in to 8.50	$2.50 to 8.50	$2.50 to 5	$3.50 to 5	
Subscriptions	Adv.	11	4	10	6	5	1	1	38
	During year	8	16	19	5	7	5	3	62
Collections	Any time	1	3	1	3	1	1	0	10

of prompt, advance collection of subscription and its value in the newspaper business is not common to smaller publications alone, but to all classes; they are equally neglectful. In fact, the percentage is more against the largest publications included in the table than against the smallest. Among publications with 2,500 to 4,000 circulation only 20 per cent collect in advance; among publications with circulations up to 800, the percentage of those collecting in advance is better than 50 per cent.

Conclusions Drawn from Investigation

The lack of cost accounting system of any kind in most Iowa printing establishments and the haphazard way in which cost accounting is employed in most of the remainder, the cutting of prices, even those fixed by law, the failure in most offices to handle subscription accounts in a business like way—these facts are conspicuous in Table XIII. They give ground for the long-standing charge against country newspapermen that they do not know what it costs to operate their plants or to do this or that piece of work; that they do not make sure of getting business, and that they do not care for the promotion of business and the collection of accounts in a systematic way.

Undoubtedly, the business conditions in Iowa country newspaper establishments have improved much in the past ten years. That is reflected in many of the facts secured in this investigation;—the increased number of all-home-print publications, the higher advertising rates, the large number of linecasting machines, the higher subscription rates, the large number of publications that collect subscriptions strictly in advance, and other encouraging signs. Every county in the state has at least one newspaper and printing business that is as well organized as the best mercantile business in that county.

However, these well organized, well conducted newspaper and printing businesses may still be said to be

exceptional. The majority need to weigh the facts gathered in this investigation and consider these and other conclusions that may be drawn therefrom:

1. Most country newspapers in Iowa are getting an inadequate $1.50 subscription rate.

2. With few exceptions, most country newspapers are getting an advertising rate that is from 30 to 50 per cent below what the National Editorial Association advertsing rate commission says is compensatory.

3. Accurate knowledge of printing and newspaper costs is lacking in most country newspaper establishments; that is reflected in the excessive variety and wide range of estimates made on the cost of linotype composition; also in the utter confusion of prices that are quoted for the simplest kinds of printing jobs.

4. There is marked lack of effort to determine costs, for cost accounting system is employed in a minority of establishments, and these somewhat carelessly in many cases, while the great majority of establishments make no well regulated effort to get at costs.

5. There is much price cutting, even on staple jobs like letterhead printing, and on advertising notices whose rates are fixed clearly by law, reflecting the old spirit of cut-throat competion and suggesting the need of wholesome coöperation.

6. There is need of standardization of prices of many staple items of printing.

7. There is excessive variety and range in the wages paid in print shops, suggesting the importance of some standard scale which would help to stabilize the print-shop labor situation.

8. There is too often indifference to good business methods as is shown by the lack of adequate system in handling subscription accounts in many establishments. Circulation is dealt with many times without full realization of its possibilities as a real asset to the newspaper business.

PRINTERS PROTEST WASTE OF PAPER

The First District Ben Franklin Club met at Lanesboro, Minn., Friday, September 20th. A short business session was held in the afternoon, which was adjourned at 4 o'clock until evening in order to find time for a visit to interesting places in the picturesque Fillmore County city and its environs, which included an inspection of a model school fully equipped after latest ideas at a total expense of $100,000, and a visit to the recently rebuilt Lutheran church, a beautiful modern conception, effected at a cost of $10,000.

Several new members were received and it is believed that the seed which has been planted in that section will yield a bounteous harvest in the future. E. D. Roth of Faribault was elected president of the Club and O. M. Levang of Lanesboro, secretary-treasurer, in place of C. C. Campbell of Ellendale and B. A. Brown of Albert Lea. It was decided to hold only two meetings per year during the war, instead of four, as had been the custom. The next meeting will occur at Austin in the spring at a date to be fixed by the officers.

A committee on resolutions was appointed, consisting of Messrs. Levang of Lanesboro and Langum of Preston to put in form the Club's opinion that paper conservation should extend to governmental as well as private activities, and to that end a coördination of the work of publicity bureaus was asked for, to cut down the wholesale waste now caused by duplicated effort.

By courtesy of O. M. Levang, who was a most attentive host throughout, and other enterprising business men of Lanesboro, the visiting printers enjoyed an automobile trip to points of interest, including the residence section, electric power plant, canning factory and the scenic bluff back of the city from which a sheer drop of several hundred feet gave an unobstructed living panorama of the town cozily tucked away at the foot of the protecting bluffs of the Root River.

In the evening a banquet was spread by the Ladies' Society of the Lutheran Church, which was marked by an impromptu program to which Lanesboro business men largely contributed, and concluded before 9 o'clock to allow the visitors to depart on evening trains east and west.

RULES WILL BENEFIT PUBLISHERS

By Roscoe E. Haynes, Fairport, N. Y.

Many publishers are disturbed over the new rules and regulations imposed on the business by the War Industries Board relative to the reduction in the use of print papers.

Such publishers are more scared than hurt. There isn't a single feature of the plans suggested but what is really a benefit to the business in the long run as it is simply going to do away with all waste circulation, boost subscription rates to a profitable basis, and give publishers a helping hand in getting cash in advance for their papers.

Less than 5 per cent of our list was not paid in advance and for the information of these and of prospective subscribers we printed the ruling of the board entire. We also sent out printed notices stating the amount necessary to assure the paper being continued.

Now every subscriber has conformed to the rules.

We have even gone a step further and collect from local advertisers every week where the amount is $1.00 or over and from all out of town firms every month. Our job department has been conducted on a C. O. D. basis for several months and we accomplished this very easily in this way. We printed a large sign as follows:

WE PAY CASH
PLEASE DO THE SAME

and displayed it prominently in our office. We also printed the legend in red ink on statements which we placed with every package when it was ready for delivery.

Of course we still have use for ledgers (which by the way is in card index form) and enter each job and advertisement as it is printed so that in case of delayed payment for unforeseen reasons, the standing of the individual may easily be determined.

A COURSE OF STUDY FOR THOSE INTERESTED IN PHOTOGRAPHY AND JOURNALISM

"Cash with a Kodak, or Lessons in Magazine Photography," is the title of a very practical booklet containing twelve comprehensive lessons in the new profession of Photographic Journalism. Thoro instructions are given in the art of preparing prints for publication and how, when and where to sell them. It is believed to be the first set of lessons ever published on the subject. The work is valuable to both amateur and professional photographers. Particulars concerning the course, complete with reviews and criticisms, may be had of the publisher, W. Clement Moore, New Egypt, N. J.

TRADE-MARK MIX-UPS AND SUNDRY WAYS OUT

By L. W. Mida, President Mida's Trade Mark Bureau, Chicago *

ARTICLE ELEVEN

NEW AIDS FOR FOREIGN TRADE

THE time to strike for foreign trade is while the iron is hot. Uncle Sam is helping to heat it. The Webb Export-Trade Act has just been placed on the statute books by Congress. Other legislation is "on the way" that will help American business men tremendously in their conquest of the foreign markets. The whole program is designed to enable the Yankee inventor, the U. S. manufacturer, the American producer, who has heard the summons of opportunity to make a flying start as soon as the world war is ended or even before.

With no exaggeration it may be said that the Webb Act is the most important single measure ever enacted in the interest of the overseas trade of American marketers of goods. It will smooth the sales pathway of every producing interest but especially will it aid and encourage the small business man. It gives confidence to the novice in export trade and reassures the business man who has hestitated to seek foreign outlets for his wares because he did not not "know the ropes."

To put its purpose in a nutshell, it may be said that the Webb Act suspends, with respect to foreign selling, the Federal laws which, here at home prevent American business men from entering into pools and combinations that might operate to restrict competition. Under this new sanction from Congress American business men, big and little, are at liberty to join hands to establish and maintain joint selling agencies in foreign countries. For the first time, American trade "issionaries" seeking to convert foreigners to the use of American-made goods are in a position to prove the old adage to the effect that in union there is strength.

No longer need the American business man fear that his prices will be hammered by the foreign buying "syndicates." No more will American sellers be led to bid against one another for foreign business in a way to cut their legiimate profits. Never again need the American business man of limited capital be kept out of profitable foreign markets simply because he has not the resources to establish his own branches or selling agencies. The Webb Act makes possible the team-play that has been the one thing needed above all else to give the rank and file of American manufacturers an even chance with their best-equipped European rivals for foreign trade.

The big oustanding opportunities of the future for American commercial expansion all around the globe abound in the field of trade-marked American "specialties." It is here that Yankee ingenuity and inventive genius triumphs. It is in this environment that American resource and originality in advertising effort find full play. Yet, up to this time, only an insignificant fraction of American specialties have obtained the deserved foothold abroad. The acknowledged superiority of American sewing machines, safety razors, hand cameras, typewriters, and other pioneers in the export procession has only made the foreign consuming public the keener for the countless equally meritorious specialties that have not yet "gone abroad." The Webb Act should send all these erstwhile home-keeping novelties on their way. Modest beginnings in foreign trade and "try-outs" of the export market on a small scale are not only possible but to be recommended under the improved status. If he but be secure in his international trade-mark rights the American manufacturer may, thanks to the aid conferred by the Webb Act, move forward one step at a time in his exploitation of the foreign field, secure in the knowledge that each respective market will be waiting for him when he comes for it.

Hand in hand with service in the registration of American trade-marks in foreign countries should go expert advice to American business men as to whether their marks are suited to foreign exploitation. The average manufacturer or producer in the United States has no other thought than to transplant his familiar trade-mark to foreign soil. That is preferable practice, to be sure, because it transfers to the new environment all the prestige attained by the mark in the United States, all the cumulative effect of the advertising that has been done in its behalf.

However, there are circumstances under which if the business man would but realize it, it is preferable to devise a new trade-mark for foreign operations or to, at least, supplement the familiar trade-mark with a new design especially suited to the comprehension of ultimate consumers abroad. What constitutes an ideal trade-mark in the United States may be anything but suitable in Central and South America. A great American shoe manufacturing corporation has had uphill work in capturing the Latin-American market because its trade-name, so catchy and appropriate as rendered in the English language, is difficult of translation into Spanish or Portuguese; has no special significansce when it is trans lated; and worst of all is difficult of pronunciation for Latins.

It is not necessary that a trade-name in order to score effectively in the other Americas should be a Spanish word, but it should be at least a word that can be readily adopted into the Latin tongue. None of these difficulties are, however, insurmountable, especially as it is permissible to affix two or more trade-marks to the same article. What is needed, above all else, is expert advice for the trade-mark owner and machinery for the prompt establishment of trade-mark rights. There may even be circum stances when it will be advisable for an American trade-mark owner to adopt an entirely new mark for his export trade rather than to submit to the extortionate demands of the sharpers who have snatched his mark while he was not looking. All will depend upon the conditions governing in the individual case, hence the need for impartial advice based on experience and an intimate knowledge of conditions.

*[It is with this old-established Bureau—the largest in America—that this publication has arranged to furnish Free Searches of Trade Marks for our advertisers and paid subscribers.—Editor.]

SEVEN REASONS WHY PAPER MUST NOT BE WASTED

1. The Government's requirements for all kinds of paper are increasing rapidly and must be supplied.

2. Paper making requires a large amount of fuel which is essential for war purposes. A pound of paper wasted represents from one to three pounds of coal wasted.

3. Paper contains valuable chemicals necessary for war purposes. Economy in the use of paper will release a large quantity of these materials for making ammunition or poisonous gas.

4. Paper making requires labor and capital, both of which are needed in war service.

5. Paper making requires transportation space. Economy in the use of paper will release thousands of freight cars for war purposes.

6. Greater care in the purchase and use of paper will save money. Your savings will help finance the war.

7. Strictest economy in the use of paper will prevent a shortage.—War Industries Board.

The Necessity for the Conservation of Paper

(An amplification of the eight reasons why paper should not be wasted)

I. General Survey

Paper is the most generally used of all articles except food and probably the most shamefully wasted. Prior to the war there was an abundance of paper, prices were low and people paid little attention to economies in its use. Our entrance into the war has completely changed conditions. Some of the materials used in making paper, such as pulp wood, sulphur, bleach, etc., are growing scarcer, and the costs of materials and also of labor are increasing rapidly. The paper industry, not being a strictly war industry, must transfer to the war industries as much of its labor, coal, sulphur, bleach, and transportation space as is necessary to win the war. This means that the production of paper will be considerably curtailed as the war goes on. On the other hand, the Government is becoming a much heavier purchaser of paper and paper products than formerly.

II. Increase in Government's Requirements

The various new branches of the Government, organized as a result of the war and the expansion of the regular departments and commissions, have greatly increased the demand for all kinds of office and commercial stationery such as writing paper and envelopes. Recently the War Department has asked for one billion envelopes in addition to its regular requirements. Then there are the demands of the Food and Fuel Administration and the Liberty Loan and War Stamp Divisions of the Treasury Department and the Red Cross for their posters and other campaign literature.

The Ordnance and Quartermaster's Departments, either directly or indirectly through the private concerns under contract with them, are buying rapidly increasing quantities of paper boxes and containers and strong wrapping paper for shipments of munitions, foodstuffs, and other supplies for oversea. They are also taking practically the entire output of plaster-board mills for the construction of camps, hospitals, etc. A large quantity of Bristol-board index cards is being used for registering drafted men, and recently the Quartermaster's Division contracted for all the lightweight toilet tissue that the mills could make in the next sixty days.

The war has led to an extensive substitution of paper products for those formerly made of wood, tin, etc. Paper containers are now displacing wooden boxes and tin boxes on account of the scarcity of these materials, and paper bandages, and absorbent packs are rapidly taking the place of cotton for doing up wounds. Paper has also been found most satisfying for making gas masks. The fact is that almost every day the Government finds some new use for paper in connection with its war program.

III. Consumption of Fuel

The Paper Industry is a large consumer of fuel. On the coarser grades of paper one ton of coal is cousumed on the average for each ton of paper produced, while on the finer grades two or, in some cases, even three tons of coal are consumed for each ton of paper. Estimating the total production of paper during the year 1918 at 6,000,000 tons, the consumption of coal would be from 8,000,000 to 10,000,000 tons. In addition a large part of the coal consumed by the Canadian paper industry comes from the United States.

A saving in the consumption of paper of 25 per cent would mean the release of nearly 2,500,000 tons of coal for war purposes, together with the car space required to transport this tonnage. It is conservatively estimated that there will be a shortage of coal this year of from 50,000,000 to 60,000,000 tons.

IV. Consumption of Chemicals

Most of the chemicals used in paper making are also indispensable for making ammunition and poisonous gases. The scarcity of sulphur has recently forced the Government to take over the two mines in Louisiana and Texas in order to assure itself of an adequate supply for war purposes. Present indications are that there will be enough sulphur allotted to the paper industry to manufacture the paper actually needed, but the Government cannot supply sulphur to be made into paper that is wasted.

The same situation exists with respect to chlorine. In order to break through the German lines with a minimum sacrifice of the lives of our boys the Government must greatly increase its production of poisonous gases. Chlorine is indispensable for this purpose, and the people may be called upon to dispense entirely with white paper, bleached white with chlorine, in order that the Government may increase its supply.

Caustic soda is another valuable chemical needed for war purposes and also used extensively in paper making. The problem facing the Government now is how it can make up a shortage of 80,000 tons. If all wasteful and unnecessary uses of paper are eliminated, some of the shortage can be made good.

V. Consumption of Labor and Capital

The pulp and paper mills of the United States employ about 90,000 wage earners, practically all males, and require a working capital which probably exceeds $150,000,000. Merchants, jobbers or manufacturers of paper products, represent a much larger number of wage earners and a much larger working capital. The paper industry, like other non-war industries, must contribute whatever proportion of its labor and capital is necessary to win the war. This means that no labor or capital can be spared to make paper or paper products that are not absolutely necessary.

VI. Consumption of Transportation Space

It is estimated that about three tons of materials on the average, in addition to coal, are consumed to produce a ton of paper. This includes the tonnage represented by the pulp, waste-paper stock, repair parts, etc.

We have then a demand by the paper industry for something like 25,000,000 tons of freight that has to be

moved annually. This represents nearly a million carloads required for the original manufacture and distribution.

A large part of the paper produced is converted into various articles which have to be transported again. For example, news print and book paper are converted into newspapers, magazines, books, etc., many of which are sent through the mails as second-class matter. Paper board is converted into folding boxes, set-up boxes, corrugated and fibre containers, and these are delivered to the concerns using them, filled with the various articles, and again shipped to the wholesaler, retailer, or the ultimate consumer. Paper is converted into stationery, envelopes, tablets, into drinking cups, towels, wearing apparel, and a thousand other forms, and in each case a further shipment usually takes place. Any economies effected are, therefore, cumulative in respect to the transportation space saved.

A reduction of 25 per cent in the consumption of paper would release 6,000,000 tons of freight in and out of the mills in addition to the 2,500,000 tons of coal. This represents 400,000 carloads. The surplus car capacity not needed for the shipment of munitions, food, fuel, and Government supplies is now not over 10 or 15 per cent and is steadily decreasing.

VII. Waste of Paper Means Waste of Money

Paper is a valuable commodity and its cost is increasing steadily. Every pound of paper wasted represents the waste of money that might better be used to help finance the war, or to help the Red Cross or Y. M. C. A. The aggregate saving that could be realized by the more careful purchase and more economical use of paper would be enoromous.

VIII. Importance of Preventing Shortage

Paper is an article of such general and necessary use that if a shortage were allowed to develop it would inevitably lead to serious consequences. The efficiency of the agencies for the dissemination of news, such as newspapers, magazines, trade journals, books, etc., would be impaired. The transaction of business, which depends so largely upon paper, would be interfered with.

In order to avoid the possibility of such a shortage several important steps have already been taken.

1. The Priorities Committee of the War Industries Board has placed all pulp and paper mills on the preferred list with the express understanding that every economy shall be practiced.

2. The Pulp and Paper Section of the War Industries Board has issued rulings affecting all the principle grades of paper which will result in eliminating wastes and increase the productive capacity of mills. The standardization of weights, sizes, colors, etc., will enable mills to run their machines more continuously than heretofore. This will make possible a larger output with the same equipment, working capital, and labor force.

By standardizing products in this manner mills and distributors will be able to confine their stocks to the essentials, thereby increasing the rapidity of their turnover and the efficiency of their working capital. The stocks which wholesalers and retailers are now obliged to carry can undoubtedly be very materially reduced by this means. The consuming public may be slightly inconvenienced in some cases by not being able to purchase just the same article that they formerly bought, but every patriotic citizen should be glad to make the small sacrifice in order to help win the war.

3. The Pulp and Paper Section has also adopted recommendations for curtailing the consumption of paper by newspapers, magazines, trade journals, textbook publishers, etc., which should result in the saving of from 15 to 25 per cent.

What now remains to be done is for every consumer of paper from the housewife and corner grocery or drug store to the large bank, department store, or business house to reduce the consumption of paper to that which is strictly necessary. A prompt and whole-hearted response to the Government's appeal to economize in the use of paper will remove the possibility of a shortage and help materially to win the war.

Every consumer of paper must realize that the failure to observe this requirement may result in the withdrawal of any or all of the priority privileges, without which the supply cannot be maintained.

The Importance of Saving Waste Paper

Waste paper of all kinds can be used in making new paper or paper boards. All the chip board from which ordinary pasteboard boxes are made is manufactured out of mixed waste paper scraps gathered up in the stores and other places. Newspapers make a better grade of board known as news board. Strong wrapping papers mixed with sulphate pulp are used in making test or strong chip board from which shipping containers of all kinds are made. These are taking the place of wooden boxes, thereby conserving the forests.

The fewer grades of waste paper such as old magazines, books, stationery, etc., are sorted out, deinked, and used again in making books, writing and other grades of paper. In making boards and ledgers, etc., a considerable quantity of rags are necessary, the supply of which is becoming very scarce. It is imperative, therefore, that all old rags be saved. Every household should save all of its old paper and rags as well as old rubber, leather, etc., and dispose of them to the school children, Salvation Army, junkmen, or other collectors, so that the supply may be kept adequate to meet the demands of the Government and other essential uses.

FIRE IN EAST LIVERPOOL, OHIO, NEARLY ANNIHILATES PRINTING PLANT

The plant of the J. H. Simms Printing Co. had a narrow escape from complete annihilation by fire on August 24th. The fire started across the street from the building occupied by The Morning Tribune and did considerable damage in its path, burning five residences to the north and east. The fire department, by its splendid work, saved the building and contents from total destruction.

The third floor and roof and entire front of the building owned by J. H. Simms was destroyed. The damage to the building was estimated at $3,000 which was fully covered by insurance. About $600 worth of print paper belonging to the Morning Tribune was damaged, and some damage sustained to the business and editorial equipment, but the machines and press were unharmed. The paper was issued as usual from the plant on Monday morning.

N. E. A. 1919 CONVENTION TO BE HELD IN NORTHWEST

The 1919 Convention of the National Editorial Association is to be held in the Pacific Northwest, and the Association is to be the guests of Oregon, Washington and British Columbia. Neither Seattle, Portland or Victoria are to be the exclusive hosts, but all cities are to be visited and it is probable that sessions will be held in each.

This statement is made to correct any misunderstanding that may have arisen concerning the place of holding the sessions of the 1919 Convention of the N. E. A.

A DESERVED PROMOTION OF A POPULAR SUPPLY MAN

Announcement comes from official sources that Mr. Frank B. Berry has been promoted to the vice-presidency of the American Type Founders Company. That the advancement was deserved will be admitted by anyone who has come within the sphere of Mr. Berry's influence. Many a visitor to New York journeys over to 300 Communipaw Ave., Jersey City, just to clasp hands with a man whose joviality of good nature reflects itself in all of his work.

Paraphrasing lines which may be familiar to the reader, Mr. Berry's work is just such work as is needed in building the temple of success for an individual, a business or an industry.

Apparently it is not given to all men to retain the spirit and buoyancy of youth as they climb the hill of life, and few realize to the full what pleasures attend the way of one who is always sweet, nor do all appreciate what a tremendously exhilarating influence wholesome good-nature has upon his work-fellows. The very atmosphere of Mr. Berry's office is surcharged with the sunshine of optimism and the humdrum of every-day business becomes stimulated and things move along at a more rapid pace.

Mr. Frank B. Berry

At the daily luncheons of the department heads of the American Type Founders Company, where the editor of this magazine has been a guest on a number of occasions, Frank Berry radiates good cheer and warm-heartedness.

Mr. Berry's promotion will not affect the status of the Typographic Department for he will still retain the managership of that important section of the company's activity.

Franklin Belknap Berry was born in Akron, Ohio, on March 23, 1853. He learned to print in Pittsfield, New Hampshire, in the plant of the Suncook Valley Times. In 1876 he started a weekly paper, the Waltham (Mass.) Weekly Record, which the Walthamites did not live up to; so he turned westward, pausing for a year or so in Greenfield, Mass., improving the strictly hand-set typography of the Franklin County Times. Suffice it to say, that this journal never retrograded to machine composi- Reaching his birthplace again in 1878, the Akron Daily Beacon won out in the competion for Mr. Berry's services, but it still flourishes—the oldest paper in Akron established as a weekly in 1839.

In 1881 Mr. Berry became secretary of the Cleveland Type Foundry, which quite soon put forth a succession of novel type faces (including one in Chinese and one in Japanese), most of them leaders in the efficient style then prevalent. The Printing Art recently reprinted a specimen of typographic art of the period of the 80's done by the hands of F. B. Berry, in which a frog on a bicycle soars serenely over the tops of a jungle of palm-trees, while a rowboat plies in the cloudless ether of the right-hand upper corner. It was a period of rebound from old-fashioned "typey" types, and the spring was so high that the guilty parties, type founders and printers, landed on the safe and sound plane of the better fashions of the last two decades. The days of "slobs, curlicues, and blurbs" was typography's most joyous period, but the reductio ad absurdum was administered by F. B. Berry's "Mikado" series. It was the limit, then came De-Vinne, Jenson Old Style and sanity.

The Cleveland Type Foundry was very successful. Its principal proprietor made a fortune, and sold the typefoundry to the American Typefounders company in 1892. Mr. Berry remained as manager in Cleveland until 1898, when he was promoted, to the Cincinnati House. In 1901 he was again promoted, taking the position of manager of the Typographic Department in the central plant in Jersey City. In 1909 Mr. Berry was elected a director of the company and now the American Tyefounders Company expresses its appreciation by electing him its third vice-president.

RECENT PURCHASERS OF LINOTYPES

Forsyth (Mo.) Republican; Marysville (Cal.) Democrat; Rector (Ark.) Vitascope; Chicago (Ill.) G. Bertelli; New York (N. Y.) The Salvation Army; Lake Charles (La.) American-Press; Houston (Tex.) Press; Alliance (Ohio) Review; Prestonburg (Ky.) Post; Durham (N. C.) Herald; New York (N. Y.) New York Commercial; West Point (N. Y.) U. S. Military Academy; New York (N. Y.) The Ford-Reed Law Print; Port Washington (Wis.) Herold; Milton Junction (Wis.) The Journal Telephone; McKinney (Tex.) Daily Courier-Gazette and Weekly Democrat-Gazette; Monticello (Ind.) Democrat-Journal-Observer; New Haven (Conn.) The Whaples-Bullis Co.; Trenton (N. J.) The New Jersey School for the Deaf; New London (Conn.) U. S. Submarine Base; New York (N. Y.) S. L. Parsons & Co.; Charleston (W. Va.) Mail; Kinder (La.) Tribune; Brownsburg (Ind.) Record; Hoisington (Kan.) Dispatch; Pomeroy (Ohio) Tribune Telegraph; Lawler (Iowa) Dispatch; Fargo (N. D.) Courier-News; Peoria (Ill.) Willis E. Johnson; New York (N. Y.) Times; Pineville (W. Va.) Independent-Herald; Calome (S. D.) Times; Rolling Fork (Miss.) Pilot; Medicine Lodge (Kan.) Republican; Jerseyville (Ill.) Republican; Buffalo (N. Y.) Commercial; Keyport (N. J.) Weekly; Rock Hill (S. C.)The Tvening Herald; Hamilton (Ohio) Republican; Martinsburg (W. Va.) The World; Plattsburg (N. Y.) Sentinel and Daily Press; Hobart (Ind.) News; Melrose (Minn.) Beacon; Hoboken (N. J.) Hudson Observer; Martin (S. D.) Messenger; Indianapolis (Ind.) News; New Holland (Pa.) The Clarion; Oswego (N. Y.) Times; New York (N. Y.) The Jewish Daily News; Philadelphia (Pa.) Inquirer; Greenville (Tenn.) Sun; Augusta (Ga.) Ridgely-Wing-Tidwell Co.; Fremont(Ohio) Messenger.

AMONG THE ASSOCIATIONS

IN UNITY IS STRENGTH

[Editorial Note.—Officers of all Press and Printers' organizations are urged to make regular use of this department.]

THE Thirty-third Annual Convention of the Montana State Press Association, held in Miles City, proved to be one of the most interesting meetings ever held by the association. There was a fair attendance, although the number of publishers present was not as large as had been expected.

The people of Miles City exerted themselves to the utmost to provide entertainment for the visitors and nothing was too good for the editors while they were in the city.

The program included addresses by Alfred Atkinson, federal food administrator for Montana; Harry W. Turner, War Savings Stamp director, and Captain Edwards of the British Army. Another unexpected feature, which was probably the most enjoyable of all, was the presence of Horace S. Ensign, secretary of the Montana State Fair.

The second day's meeting at Pine Hill, twelve miles from Miles City, out in the open, was very enjoyable, largely because of the beautiful day and because of the personal efforts of J. D. Scanlan, editor of the Miles City Daily Star, who saw that arrangements were carefully acrried out.

The next meeting of the association will be held in 1919 at Great Falls. The officers for the ensuing year are as follows: Joseph D. Scanlan of Miles City, President; A. L. Stone of Missoula, First Vice-president; Joseph Hocking of Glasgow, Second Vice-president; P. B. Snelson of Helena, Third Vice-president; S. E. Peterson of Great Falls, Secretary, and H. B. Mitchell of Great Falls, Treasurer.

* * *

Maryland Press Assotciation

Members of the Maryland Press Association did not devote all their time to convention business during their meeting at Ocean City. They spent a large part of the first day sight-seeing, being the guests of Senator Orlando Harrison on a trip to inspect his orchards and nurseries. In the evening they attended a dinner given by the senator at the Atlantic Hotel.

The meeting of the Missouri Press Association, which was to have been held at Springfield September 12 and 13, was postponed because of the fact that the President fixed September 12 as general registration day and because the Liberty Loan Committee asked for a conference of newspaper men in St .Louis on September 13 in the interest of the Fourth Liberty Loan.

"We must follow the lead of President Wilson and assist him to the fullest extent in marshalling the forces of the nation for the great victory that is to come," declared President J. P. Tucker in announcing the postponement.

It is expected that the meeting will be held some time in October, at which time the program already arranged will be carried out.

Members of the People's Press Association of North Dakota, an organization formed a short time ago, were pleased with the attendance and the success of the first annual meeting, which was held at Fargo August 23rd-24th. The program included many interesting papers, and at the business sessions many matters of interest to the craft and particularly to that portion of it represented in the new association, were considered.

At a special session held for social and business purposes, the following officers were elected:

President—H. P. Knappen of the Bismarck Palladium.

Vice-president—Peter Morgan of the North Dakota Leader, Grand Forks.

Secretary-Treasurer—M. F. Blank of the Edgely Mail.

Members of Executive Committee—Jesse B. Burgster of the Stutsman County Press; Roy V. Fyles of the Co-operators' Herald, Fargo.

Resolutions adopted by the association strongly favor the present zone postal law as applying to newspapers, and call upon Congress to support it.

* * *

Utah State Press Association

The fall meeting of the Utah State Press Association, which was held at Salt Lake October 7 and 8, has been termed a loyalty meeting and this idea is reflected in every part of the interesting program prepared for the session.

Western Iowa Editorial Association

The summer meeting of the Western Iowa Editorial Association held at Council Bluffs was one of the best from the standpoint of attendance and entertainment of any of the sessions held in Council Bluffs. Something like forty editors, many of them accompanied by their wives, were present. The summer meeting is devoted mostly to having a good time, but the boys combined business with pleasure and a few hours of the morning were very profitably spent in discussion of the order of the War Industries Board ordering a curtailment of paper consumption and the placing of subscriptions on a paid-in-advance basis.

The balance of the day was devoted to an outing and the entertainment committee and others of the chamber of commerce made the day one of real pleasure for the city's guests.

The discussion at the morning meeting, led by A. H. Sniff of Missouri Valley, was participated in by practically every one of the forty members present. It was the consensus of opinion that an effort to obey the order to the letter should be made. There was some disposition to ask that the order requiring all subscriptions to go to a cash-in-advance basis be modified, but under the leadership of Secretary G. L. Caswell of the state association, it was practically decided that it would be unwise to make the request.

Washington State Press Association

Edwin M. Connor, editor of the Willapa Harbor Pilot,

who was elected president of the Washington State Press Association at the annual meeting in Spokane a few weeks ago, has appointed his standing committee for the year.

Announcement of the names, made by Secretary N. Russell Hill of the Lincoln County Times at Davenport, is as follows:

National Editorial Association Arrangement Committee—Frank P. Goss, city editor Post Intelligencer, Seattle, chairman; Edward H. Thomas, Washington State Weekly, Seattle; W. B. Joseph, Searchlight, Bremerton; W. M. Cowles, Spokesman-Review, Spokane; Frank I. Sefrit, American-Reveille, Bellingham.

Legislative Committee—E. E. Beard, Columbian, Vancouver, chairman; J. C .Harrigan, Examiner, Colville. N. Russell Hill, Lincoln County Times, Davenport; George M. Allen, Tribune-Review, Toppenish; Joseph Girard, Columbia River Sun, Cathlamet.

Community Development—Dale Strong, New West Trade, Spokane; E. E. Troxell, executive secretary Washington Newspaper Association, Seattle; Frederick Ornes, Argus, Mount Vernon.

Institute Committee—J. P. O'Farrell, Oracle, Orting; J. M. Stoddard, Big Bend Empire, Waterville; George W. Hopp, Post, Casmas; Franklin A. DeVos, Chronicle, Omak; Walter Tyler, Republican-Bulletin, Prosser.

Arrange for Department of Advertising men—Fred A. Russell, department of journalism, U. of W., Seattle; Clarence Ellington, Bee-Nuggett, Chehalis; Sol H. Lewis, Tribune, Lynden; E. E. Troxell, executive secretary Washington Newspaper Association, Seattle.

There are also a poet, orator, and historian not yet appointed.

* * *

Northern Indiana Editorial Asociation

It was announced by Dean L. Barnhart of Rochester, president of the Northern Indiana Editorial Association, that because of the labor stringency and other present-day difficulties in the newspaper publication business, the 1918 meeting of the association would not be held. This was decided at a meeting of the officers of the organization held in Rochester recently.

Plans are already under way for the 1919 program which will be staged if at all possible. Those present at the meeting were Charles Foster of Monticello, Morton Stultz of Wabash and Harry Palmer of North Manchester.

* * *

Oregon Editorial Association

Members of the Oregon Editorial Association, many of whom were accompanied by their wives and other members of their families, had an enjoyable outing as well as valuable business sessions at the annual convention held at Marshfield August 9 to 11.

The program for this session included the following addresses by members of the association and others:

"Making a Country Newspaper More Interesting to Its Readers," George H. Curry; "The History of Early Newspapers in Southern Oregon," George H. Himes, assistant secretary Oregon Historical Society; "Elimination of the Waste Involved in Free Publicity through the Mails," Archie Whisnant; "At What Point Does the Newspaper Cease to be a Private Enterprise and Become a Public Utility?" Edgar McDaniel; "The Zone System of Postal Rates," W. W. Wood; "The Function of Advertising Today," Ralph J. Staehli; "The Delinquent Tax Law," Charles H. Fisher.

In the afternoon the visitors inspected the Coos Bay shipyards and in the evening they were guests at a banquet. M. C. Maloney of the Coos Bay Times acted as toastmaster at the banquet.

On the second day the visiting editors and their guests were entertained at Shore Acres, the seaside home of L. J. Simpson, and in the evening a sea-food dinner and entertainment were given on the beach at Sunset Bay, a summer resort near the Simpson home. En route to Shore Acres, the party visited the Tarheel logging camp, where the cutting of spruce logs was viewed. Dinner was served at the logging camp and B. F. Irvine, associate editor of the Oregon Journal, made a patriotic talk. At the business session at Shore Acres, talks were made by Miss Lucille Saunders of the Salem Statesman and Herbert Cuthbert of the Pacific Northwest Tourist association, and officers were elected.

Resolutions were passed asking Congress to spend some money advertising the next Liberty Loan in the newspapers; opposing the two proposed measures regarding the printing of the delinquent tax lists; deciding to carry out a plan of education of the people on public affairs, and advocating the putting of newspapers and magazines in different classes of postal rates.

* * *

Northeast Nebraska Editorial Association

Declaring that a weekly paper cannot be produced and sold at less than $2.00 a year the Northeast Nebraska Editorial Association at the summer meeting held at Hartington, adopted strong resolutions urging the adoption of this amount as the minimum subscription price. The resolution also urged the Government to make a ruling requiring that all subscriptions be paid strictly in advance. The adoption of the resolution followed the announcement by Field Secretary Clark Perkins of the Nebraska Press Association that over one hundred Nebraska newspapers had gone out of businss during the past ten months.

The editors and their ladies were guests of President J. F. Letton of the North American Hotel Company at an informal banquet at the Hotel Hartington, Friday evening.

Hon. P. F. O'Gara delivered the principal address on "The Opportunity of the Editor," in which he emphasized the power of the editors in building up a public opinion that will not tolerate race, religious or political prejudice or race suicide, which he characterized as the greatest evils of the day.

Mrs. C. E. Nevin of Laurel read a most interesting paper on, "How the Editor's Wife Can Help."

Arthur Thomas, manager of the publicity department of the Omaha Commercial Club, spoke on, "From the Outside Looking In," in which he reviewed his newspaper experience.

Field Secretary Perkins of the Nebraska Press Association, made a short talk and was followed by E. L. Beardsley of Kingsley, Iowa, who talked on, "Business Efficiency in the Printing Office." Mr. Beardsley pointed out that costs of paper, type, machinery and labor in the printing industry have doubled in six years and that only by keeping an accurate account of costs can a printer survive the changing market conditions.

Owing to the indisposition of President A. H. Backhaus of Pierce, J. P. O'Furey acted as toastmaster.

The editors were entertained at luncheon Saturday noon at the Hotel Hartington by Mr. Thomas of the Omaha Commercial Club. Following the luncheon a Ben Franklin Club was organized by Cedar County publishers, who elected F. D. Stone, president; Charles Harris, vice-president, and C. E. Nevin, secretary-treasurer.

The regular annual meeting of the association will

be held in January at a place to be selected by the executive committee.

* * *

Southwestern Kansas Republican Association

The Southwestern Kansas Republican Editorial Association met Friday, September 13th, in Great Bend, Kansas. The meeting was called to order by President A. A. Cochran of the Pratt Republican.

Open discussion followed and the majority of the members seemed to favor raising of advertising prices to correspond with the advance of other commodities. Many members have raised their subscription price of $2 per year, and in each case they claim that they have not lost subscribers.

Under the new postal ruling many of the subscription lists are now all paid in advance and all others are making preparations to get all subscribers in advance within sixty days. A few years ago the subject of job work would have taken up two hours for discussion, but this year it was disposed of in a few minutes.

H. A. Lyon of the Nickerson Argosy, spoke on "Zone Postal Rates," but his talk was very brief. He thinks the zone rate is not alone a war measure, but that it has come to stay.

William Townsley of the Great Bend Tribune discussed the advisability of Republican papers taking political advertising from Democratic candidates. No one offered any objections to the practice, and it was conceded that this is legitimate business .

The meeting adjourned at 5:30 in the afternoon to partake of a luncheon served by the Great Bend Commercial Club.

* * *

North of Bay Counties, Cal., Press Association

Members of the North of Bay Counties Press Association, at the semi-annual meeting of the organization at Ukiah, Cal., gave a hearty indorsement to the rules prescribed by the War Industries Board for the conservation of paper and adopted resolutions urging all members of the association to follow the directions of the war board. The resolutions referred specifically to the rule requiring the placing of all papers on a cash-in-advance basis.

The association also recommended that all members adopt the California Typothetae schedule of prices in all their job departments.

* * *

Republican Editorial Association of Indiana

The meeting of the Republican Editorial Association of Indiana, held at Indianapolis, was quite largely attended. The business session was held in the roof garden of the Severn Hotel. The chief feature of the session was the speech of Will H. Hays, national chairman of the Republican party. Other speakers were State Chairman Wasmuth and Miss O'Hair, the latter speaking on the suffrage situation and asking for the support of the Republicans in the campaign for membership and names on the petition to go before the next legislature.

At the close of the session, fifty automobiles were in waiting to convey the editors, their wives and friends to the Canoe Club's handsome place on the river, where they were the guests of the state officials and candidates at a delicious fried chicken dinner, served by the officials, who donned caps and aprons for the occasion.

Following the dinner, the party was taken to the aviation school and the technical school, under the leadership of Adjt. Gen .Harry Smith.

The Marion Club gave a banquet and entertainment at 8 o'clock in the evening which was largely attended by the editors, candidates and politicians. Mr. Hays spoke again at this function.

* * *

Texas Editorial Association

The Texas Editorial Association, whose membership is limited to men and women of Texas who have been engaged for thirty years continuously in newspaper work, will hold its annual meeting and outing for three days, beginning December 5th, according to announcement by Will A. Bowen of Arlington, president and chairman of the committee of arrangements.

Corpus Christi has been selected as the place for this year's outing, and the old-time newspaper men are planning a great time on the gulf coast. Every person in Texas with the required number of years in newspaper work to his credit automatically becomes a member of the Texas Editorial Association and is expected to attend and take part in the Association's outings.

* * *

North Carolina Weekly Press Association

Discussing "The Future of the Country Weekly," president Noah M. Hallowell told the North Carolina Weekly Press Association, in session at Asheville, that the war has proved to be a tonic in the business offices of the weeklies. The editor of the French Broad Hustler, of Henderson, said that publishers are learning better business methods under the tutelage of the War Industries Board.

Miss Beatrice Cobb, of the Morganton News-Herald, reported the action of the North Carolina Press Association in regard to legal advertising and the weekly papers agreed to coöperate in this matter. It was also decided to follow the instructions of the War Industries Board in regard to cash subscriptions after October 1st.

The association closed its one-day session with the election of the following officers: Noah M. Hollowell, Hendersonville French Broad Hustler, President; Tobias Larson, Waynesville Carolina Mountaineer, Vice-president; Miss Beatrice Cobb, Morganton News-Herald, Secretary-treasurer.

The next quarterly meeting will be held in Asheville on November 22nd.

* * *

Woodbury Co., Iowa, Editorial Association

The weekly newspapers of Woodbury County will adopt a scale of uniform prices for job work and subscriptions following a meeting of the editors when a permanent organization, known as the Woodbury County Editorial Association was formed. G. F. Kane of the Anthon Herald was named president and W. F. McQuitty of the Correctionville News, secretary.

A committee on legislation consisting of F. C. Freeman, Pierson Progress; J .A. Dawson, Sioux Valley Tribune, and James Graham, Moville Mail, was appointed, and drafted a resolution in favor of the zone system of mail, copies of which were forwarded to Congressman George C. Scott of the Eleventh District, and to Senators William S. Kenyon and Albert B. Cummins.

* * *

LINOGRAPH INSTALLATIONS

Linographs have been installed recently in the following offices:

Ohio Printing & Publishing Company, Massillon, O.; Charles O. Wayne, The News, Shelby, Iowa; V. L. Green, The Maverick, Merriman, Neb.; Kellogg & McGuigan, The Blade, Blanchardville, Wis.; J. F. Widman & Son, McGregor, Iowa; J. R. Carroll, The Booster, East Akron, Ohio.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order.

A COLD SIMPLEX STEREOTYPING OUTFIT produces finest book and job plates, and type is not in danger of ruin by heat; also easy engraving method costing only $3.00 with materials, by which engraved plates are cast in stereo. metal from drawings on cardboard. ACME DRY-PROCESS STEREOTYPING.—A new process for fine job and book work. Matrices molded in a job press on special matrix boards. Easiest of all stereotyping processes. Catalog on receipt of two stamps. HENRY KAHRS, 240 E. 33d St., N. Y.

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Our Analytical Advertising Counsel and Sales Promotion Service will improve both your plan and copy, thus insuring maximum profits. Submit your plans or literature for preliminary analysis and quotation—no obligation.

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The Printing Art

"The Fashionplate of Printerdom"

THIS MAGAZINE is issued monthly in the intesests of printers, publishers, designers, engravers, advertising men and others. Its articles relate to the constructive phases of printing and advertising. It conveys information of real value and interest. It presents regularly the new things in type, design, colorwork, the reproductive processes, and other features of the graphic arts. The exhibits include examples from the leading publishing houses, printers and engravers, and afford the most comprehensive showing ever made of American printing and engraving. The size of The Printing Art is 9 x 12 in. It has over one hundred pages every month. The annual subscription price is $3 in advance; single copies, 30 cents. Foreign price, $5 per year, including postage. Canadian subscriptions, $3.75 per year.

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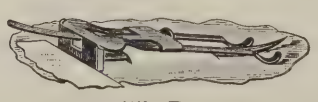

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DIRECTORY OF ASSOCIATION OFFICERS

As changes are made, and new officers elected, Secretaries will aid the cause of organized Association effort by sending the information to the NATIONAL PRINTER-JOURNALIST, the official organ of the National Editorial Association.

ALABAMA PRESS ASSOCIATION:
A. W. McCullough, President, Gadsden Journal; Oscar M. Duggar, First Vice-President, Andalusia Star; Sam H. Oliver, Second Vice-President, Lafayette Sun; James H. Hard, Secretary-Treasurer, Birmingham; Frank N. Julian, Recording Secretary, Sheffield Standard.

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Fourth District, J. L. Brady, Times-Record, Fort Smith; Fifth District, J. A. Livingston, Courier-Democrat, Russellville, Sixth District, Chas. Goslee, New Era, Hot Springs; Seventh District, J. E. Gold, Telegraph, Washington.

MISSISSIPPI COUNTY PRESS ASSOCIATION:
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PRICE CONTROL

Is the Time Ripe for the Presentation of a Bill to Congress to License and Regulate the Printing Business?

By G. H. Gardner, Cleveland, Ohio

IN discussing the subject of this paper it has been suggested that I divide it into two parts—first in describing the evils sought to be remedied and—second, the methods suggested to overcome them.

Before doing this, however, I want to call your attention to the tremendous improvement in conditions which has come to the Printing Industry in the past fifteen years and particularly in the past seven or eight years.

The assembling of the first Cost Congress in Chicago a few years ago was an epoch-making meeting. Out of that grew the Standard Cost Finding System and from that meeting has grown a slow but steady improvement in conditions surrounding the Printing Industry.

Too much praise cannot be given the officers and committees of the United Typothetae of America for their persistent and untiring efforts to get home to the Printers the value of a Cost System to their business and the necessity of knowing their costs if they are to make their business a profitable one.

If it had not been for the knowledge that has come to progressive printers through the Standardization of Costs by the Typothetae, conditions I believe would have been even worse today than they were twenty years ago.

A large number of printers have adopted and are living up to the knowledge which they have acquired by the use of a Cost System and have become successful and are making money.

If any one will take the trouble to select five printers in five different cities and compare their credit ratings of today with those of fifteen years ago, he will realize what an improvement has come to those who are using business methods.

The great difficulty, however, is not with those business like firms who are using a Cost System and who are selling their product at cost plus a reasonable profit, but the trouble lies with the thousands of printers who will not follow out this plan and these are the ones who are a continual menace to the printing business as a business and who cause those men who are trying to uplift conditions to get together in conventions to make plans to overcome these evils.

We all know that in every community there are a few printing houses which are making money and also a greater number which are not and which are dragging along year after year, being financed by the allied industry and which never get ahead and which never build up a substantial and profitable business.

As an evidence of this condition, I have but to call your attention to a survey which was made of the printing business in Cincinnati and Toledo, by the Typothetae.

In Cincinnati the survey covered 135 plants doing a commercial business wherein the actual figures taken from their books showed sales of $4,053,753.83 and a net loss in actual money in one year of $65,943.46. A few of the Cincinnati firms, the survey shows, were prosperous and made money, but the number which lost money and the amount they lost was so much larger that the net loss was the amount named above.

This survey was not guess-work but was the result of actual figures taken from the printers' books.

If a fair profit had been taken by those Cincinnati firms a total of somewhere near a million dollars would have been cleared instead of a loss of over $65,000.00. In Toledo the survey showed even worse conditions and I have no doubt but that a survey of any other printing center will show a like condition.

This class of concerns is the one we have to consider when suggestions are made as to "Price Control."

It has always seemed to me that when such laws as the Sherman and Clayton acts are put upon our statutes, our law makers lose sight entirely of one side of the question.

These laws are made for the protection of the consumer with the idea that the manufacturers or jobbers must not be allowed to get together and agree upon prices on the theory that the moment they do that they are going to rob the consumer.

In this theory, I believe, two points are lost sight of. One is that they overlooked the fact that the manufacturer or seller is also a consumer and the other is that

these manufacturers are also entitled to the same protection by law as are the consumers, in that the consumer must not be overcharged by the seller and that the seller must not be allowed to sell below his known cost and thus cause an economic loss.

As I have mentioned, such organizations as the United Typothetae of America have made strenuous efforts to overcome these conditions and have made progress among the business-like printers, but the lack of knowledge of costs and the refusal to use them when known and the lack of backbone among the thousands of unbusiness-like printers almost nullify their efforts and keep the printing business as a business in the "Unprofitable List."

For that reason it has seemed to me, the only way the situation can be controlled and the conditions bettered is to have some agency which will compel these cut-price printers to actually know their costs and then to act on that knowledge and sell their product at a reasonable profit above their costs—a profit which will be fair to themselves, fair to their competitors and fair to the consumer.

An editorial in the Hardware Age of a recent issue, gives a very clear description of the results of cut prices as follows:

"Prices cut to the quick are good examples of poor merchandising. Retail prices below cost are waymen. In small towns the come-back of a cut price is quick and certain. The merchant has but a limited number of prospective customers who have a limited amount of money to spend. Every dollar of that money spent for cut-price merchandise takes just that amount from the sums to be spent for goods which bear a legitimate profit. The retail merchant is in business to make money. If he fails to accomplish his purpose he is a failure, and no community is proud of its bankrupts.

"The cut price is first unfair to your competitor. It knifes him in the back. There is no fair means of meeting it. Your competitor knows costs as well as you do, and when prices are mercilessly slashed he generally draws the conclusion that your reasons are other than those of business. He feels that you are out to get him, that you are a demoralizer, a local anarchist, an I. W. W. running amuck in the community. It is hard for a competitor to understand why you sell sauce pans costing 45 cents for 39 cents and doubly so if your slash episode happens to catch him with a good supply, of similar goods on his shelves.

"Then it is unfair to your jobbers. Cut-price news, like scandal, travels on the wings of the wind. If you are selling at less than cost and it is generally known that you buy your supplies of a certain wholesaler, it is natural to suppose that you are buying at a decidedly lower price than other dealers and the traveling men representing other wholesalers may be depended upon to carry the news where it will do the most harm.

"Then there is the injustice to the manufacturer. Supposing your cut-price sale gets into print. They usually do, for cut-price people seem strangely proud of their stunts and advertise them. The news spreads and other dealers note that you are selling well-known items at retail prices which are lower than their cost, and naturaly many of them think you are a favored customer of the manufacturer and refuse to handle such goods unless they can purchase them at prices that will permit them to meet your cut prices and still make a profit.

"So your cut price injures your competitor, wrongs your jobber and gouges your manufacturer, and it doesn't stop at that."

It has been suggested that if all printing houses were using the Standard Cost System, it would show that some firms had actual costs much lower than others and would thus profit very greatly on the same sale basis or else would be able to greatly undersell their competitors and might thus be called "Price Cutters" by those who had not investigated.

My observation, however, leads me to believe that there would not be very great difference in costs among printers doing a similar line of work, at least not enough to cause any wide divergence in prices and particularly if a "Price Control" plan should include in it a condition covering a reasonable overhead as regards salaries and other adjustable expenses.

This condition of low costs is covered so well in a recent article in the Bulletin of the National City Bank of New York that I venture to read a portion of it.

"That low-cost producers make large profits under prices which permit high-cost concerns to operate is surely not a revelation to business men generally, nor does it seem proper to single out the low-cost producers for criticism. If, as is usually the case, their low costs are due to conditions which they have created, they are not responsible for the fact that prices are high; they have done their part toward lowering them and they show the way to the others. If all producers would do as well, prices would be lower. It is the low-cost producer who is rendering the best service to the public. He is the leader, the explorer, the pathfinder in industry. When he makes mistakes he bears the cost of them alone, and both his mistakes and discoveries show the way to his less enterprising competitors. Any advantages which he may gain are temporary, because after he has set the example the entire volume of production may be placed on the same basis. Moreover, the public can better afford to pay a given price to a low-cost producer than to one who makes little or no profit. The former, by doing his work with a lower expenditure of labor, releases labor for other work, a consideration quite as important as price. Furthermore, his profits are subject to taxation, and what remains to him at this time are probably invested for the most part in Liberty Bonds or employed in increasing the production of things vitally needed. His service to the public is incomparably greater at this critical time than that of the producer who, selling his goods at the same price, makes no no profit.

"Is there any principle of justice which requires a low-cost producer to sell this goods below the open, natural market rate or below the rate determined by the authorities as necessary to produce the required supply, or would the public interests be best served by such a rule?

"If a farmer by underdraining and fertilizing his land gets thirty bushels of wheat to the acre instead of fifteen, and thereby reduces the cost per bushel, is he under obligations to sell it for less than the going price, and would there be any public gain from having such a rule established? In the long run, would the public get its wheat at a lower price as the result of such a rule? And finally, would it be practicable to attempt to regulate the selling price of wheat on the market to correspond with the varying cost to different producers, and to follow the regulation through all the transfers of wheat and flour on the way to the consumer? Is it conceivable that differences in the original cost of wheat could be maintained through all handlings, so that bread of the same quality would be sold to consumers at different prices?

"The same general conditions apply to other products sold on the market. There is a greater degree of justice in the general rule that the benefits of exceptionally low cost production belong of right to the producer than will be achieved by any attempt to distribute them to the ultimate consumer, and in the long run public interests will be best served by this disposal of them. It is at the point where improvements are achieved that reward and stimulus should be given, and as we have seen, the public has its own gains from every improvement in methods of production, independent of gains within the control of the producer.

"If, then, it is the accepted rule that a low-cost producer who supplies only a part of the market is entitled to the general market price—if that is the recognized custom throughout the business world—if any other policy is impracticable as a general rule—is it proper to criticise individuals and hold them up to scorn for following this course? Is there anything to be gained for the public by discrediting the low-cost producer, minimizing his services, or taking away from him any share of the rewards which naturally flow to him? Is there any likelihood that others to whom his natural gains might be arbitrarily distributed would make a better use of them, from the standpoint of public interests, than the individual who by the very circumstances of the case is shown to be an industrial leader?"

I am quite positive that the average business man would much prefer to have a steady regular net profit on his sales of ten or fifteen per cent year after year and have a reasonably good assurance that he would have such a profit than to have one year show a profit of 25 per cent and the next two or three years show a very small profit or a net loss, together with all the anxiety and uncertainty that goes with such a condition.

Just think of the relief to the business houses of the country if their owners felt sure their books would show a reasonable but steady profit year after year and think of the bad debts that would be eliminated, thus lowering the costs that much, and think of the relief to the supply houses and banks which would not have to continually carry chronic note makers and persistent borrowers.

I am quite sure that it is not at all necessary for us to go on reciting all the evils and bad conditions that obtain in the printing business today as they are well known to all of you and do not need to be catalogued any further.

Now as to the means to be used in overcoming these evils, we all know that many different plans have been suggested, but my observations lead me to the conclusion that none of the plans offered so far lead to any permanent improvement in conditions and the reason for that is that none of the plans contain any method of controlling the actions of those firms taking part in the plans. Each firm is a free agent of itself and will continue to act in good faith towards its competitors just as long as things come its way, but the moment some order is lost by any one firm there is immediately raised the cry of unfairness and that particular concern withdraws from the plan and thus disrupts the whole scheme. At present there is no way to insist upon this firm keeping on with the arrangement.

With your permission I will briefly describe a few of the schemes which have been suggested:

First, there is the old Board of Trade idea which has been tried out in a number of cities wherein the various bidders on a job report to a Central Bureau where their bids are checked up and the work allotted to the first firm reporting the job and the competing firms are supposed to protect the firm who is to have the work.

The difficulty with this idea is that it conflicts with the Federal laws and with State laws in nearly every State and for that reason the printers know they are breaking the laws and have a constant fear of the penalties.

Then there is the "Open Bidding" plan wherein each bidder sends a carbon copy of his bid to a Central Bureau and is thus entitled to the privilege of examining all his competitors' bids and if any one of them wishes to revise his bid the same privilege must be accorded to each one of his competitors. I am told that this method is entirely legal and has been used to advantage by some lines of business particularly the structural steel and bridge building industry and that it has had a tendency to keep prices at a fair level, for the reason that each concern knowing that his competitors will see his bid will be influenced in quoting fair prices.

The objection to this plan is, that to be successful it requires the coöperation of a large percentage of the firms in that line and then there is always the danger of one or more firms dropping out and breaking up the combination.

All of us have heard of the familiar price agreement plan where a set scale of prices is agreed upon and quoted. This method can hardly be used in the printing business as no two jobs are alike and therefore no scale of prices could be adopted and also this way is well known to be contrary to Federal and State laws.

Another method which has been called to my attention is known as the "Holding Plan" wherein all or nearly all the printers in any one community form a Stock Holding Company. This Holding Company will own all the stock of the individual companies and the individuals will own stock in the Holding Company in proportion to the amount of value awarded them in the appraisal of their plants.

This plan takes care of all the men in the subsidiary companies and continues those plants as going concerns and as the individuals are all interested in the success of each subsidiary company and as prices can be controlled through a direct money interest it is possible that such a method could be used to advantage. If such a plan as this could be carried out there is unlimited possibilities in the way of controlling prices, and output, and you can figure for yourself what might be done in the way of preventing new firms from starting up, provided a large enough percentage of the firms in any community entered into the scheme.

I am told, however, that there is some question as to the legality of this method.

The United States Steel Corporation might be mentioned as a successful concern organized under this plan, and the United Publishers' Corporation, owning the Iron Age, Hardware Age and numerous publications is a prosperous concern of this character in our line of business.

As you have read in the daily papers the United States Steel Corporation is now defending a dissolution suit brought against it by the Federal Government, which as yet is undecided and we can all recall how the Standard Oil Company was compelled to unscramble its different companies from the Holding Company.

We have been told many times at our conventions that the way to make money in the printing business was to arrange with your customers to quote them only a tentative price and then to bill them at cost plus a stated profit.

At first this idea looked like a good one, particularly where the printer was honest with his customers and treated them fairly, but later experience had proved this method to be a bad one for the printer as well as the customer.

It has been clearly shown that selling at cost plus a profit kills efficiency and raises all costs very materially.

If you know that you can bill at a profit over your costs you do not care very greatly what your costs are and make no effort to keep your costs at a low scale. In fact, the higher your costs are the greater your profits will be and of course the more expensive your printing will be for the customer. Another thing in that connection is the fact that labor will take advantage of this situation to get their scale of wages increased and as there is no particular incentive in keeping wages at a reasonable level no great effort is made to do so.

I have no doubt there have been many other suggestions made, all of which would prove a panacea for the evils in the printing business, but so far I have heard of none which have lasted any length of time or which have resulted in a great good to our business.

The only way which has brought any tangible results is the one adopted by the Typothetae and that is to educate the printers to a knowledge of their costs and then to impress upon them the necessity of selling at a profit above their cost, but as I have mentioned earlier in this paper, this is a very slow process and we always have the new firms to contend with, the owners of which usually have no knowledge of costs, thus putting our organization in the position of constantly fighting to get the truth about costs into their systems.

As I view the situation today there is no doubt but that there is a slow but decided change in sentiment spreading all over the country, as regards allowing competitors to get together and arrange a basis for prices.

This change has been brought about very largely by the war and the conditions forced upon our Government and the country which have shown us the necessity of united action and effort.

Our courts have even taken a different view of the so-called "Trust," as witness the decision of the United States Supreme Court in the United Shoe Machinery Case.

The line of reason followed in the decision indicated that it was against public policy to destroy efficiency and the Court seems to have gotten away from its fear of a few years ago that any Corporation which had power enough to abuse, would abuse it.

When the War started the railroads were all competitors and the Government had told them many times that if they pooled their rates they would go to jail. When the Government took over the railroads the first thing they did was to pool their rates as the authorities, as soon as they got into the railroad business, immediately recognizing the necessity of such a course if the railroads were to make any money. Last June when railroad rates were advanced they were all advanced in the same ratio showing that the Government was discovering things.

I do not need to call your attention to the way in which prices have been fixed by the Government in nearly every commodity, and please note the prices are the same to everybody and are at a scale which gives a fair profit in nearly every case and in some cases a high profit.

This has brought together in meetings men who have, in many cases, been enemies and antagonists for years and who are rapidly learning the value of coöperation and the profit there is in it for them.

The Federal Trade Commission is very evidently changing their views on the subject of collective prices, as they have recently handed down decisions in connection with the American Tobacco Company, Sears-Roebuck & Company, Victrola Company and others, which clearly shows that a more tolerant attitude is being taken towards efforts of business men to get together on prices honestly.

Mr. Joseph E. Davies, who until recently was Chairman of the Federal Trade Commission, as a result of his experience on that Commission, and the knowledge which has come to him through that experience, in a recent letter, expresses himself strongly in favor of the stabilization of prices and among other things says that "he is impressed with the necessity of doing justice and giving proper Governmental protection to manufacturers," and even President Wilson himself is giving consideration to this subject as is evidenced by his instructions to Director Gifford of the National Council of Defence, among other things, to make a survey and investigation of "Coöperation and Regulation vs. Competition" in business. Organizations similar to the United Typothetae of America, in many other business lines are discussing the subject and preparing to take some action. In our own line President Miller, of the National Association of Photo-Engravers, says in his annual report that "he believes we are going to see not only a form of cost system imposed on us, and rightly so, by the Government, but it is his opinion that we are going to see a form of legalized combination to control cutput and prices, under Government supervision."

The air seems to be full of a sentiment that something tangible will be done soon which will put business on a sounder foundation.

My idea of a plan which will, I think, go a good ways towards helping matters is based upon the Standard Cost Finding System and its compulsory use. Of course, the first thing which is necessary is legislation of the right kind and that would repeal the present Federal laws which now prevent price control and price fixing of all kinds.

My suggestion would be that a commission be authorized by law, similar to the present Federal Trade Commission, which would have broad powers in the regulation of business. This Commission could act with three or more authorized representatives of each trade National Organization, which in our case would be the Typothetae, and they to prepare a plan or method under which the printers could operate legally.

If this Commission would investigate the Standard Cost System and officially approve it, an order could then be given that every printer in the country must install that system and use it continually and sell his product on the basis of his proven costs plus an agreed upon profit.

If a licensing system could be used, such as is in use now with many lines of business, and no printer be allowed to operate unless licensed to do so, a very decided check could be kept upon all printers at all times. I would recommend that a Federal inspection system be authorized so that periodically, say every six months, the books of every printer be inspected by this Commission and if he is not living up to the rules laid down, then his license be withdrawn. In other words, that there be a penalty for any infraction of the rules and the penalty be such that it would insure the printers doing business in the right way. This inspection could be financed by the printers themselves by paying each six months a small percentage of their annual business or sales to cover the cost of the inspection.

This licensing system could regulate not only the printers who are at present doing an established business, but it could as well control the entrance of new firms into the field and prevent a surplus of equipment.

This system could also regulate the Allied Industry and they could be limited as to the amount they would be allowed to use in financing a new firm and it could also control a new firm starting out with inadequate capital.

At the July gathering of the Franklin Typothetae of Chicago, the Chairman, in opening the program, made a statement to the effect that the close of the war will bring problems such as industry has never faced before, and that it will be necessary to prepare in advance to meet those problems as they arise. The best way by which preparation can be made is through organized effort. This is a truth that should receive the serious consideration of all in the printing industry. The readjustments that will have to be made after the close of the war will bring problems that will be too large to be solved individually. The printing industry is probably as well organized as any other industry, but it is safe to say that the organization include in their membership but a very small percentage of those engaged in the industry. To insure the future welfare and prosperity of the industry, organization is necessary more than ever before, and printers should affiliate with and work together through their national association.

Now the question as to whether or not the time is ripe to bring about such a regulation of business, I am not prepared to answer definitely. I am of the opinion that perhaps it would be difficult to get the attention of Congress to such matters as this during the continuance of the war, but I am quite certain that right now is the time to start our propaganda so that when we have won the war and have put the Kaiser and his gang of assassins where they belong, we can then hope to have the necessary legislation put through.

[This paper was read before the Convention of the United Typothetae of America, Cincinnati, Ohio, September, 1918.]

TAKE TO THE CELLAR

By Prof. Fred W. Kennedy of the Department of Journalism, University of Washington, Seattle, Wash.

Just to what extent this story will stick to the title is a conjecture, as the title was chosen to attract attention rather than to convey any idea of the text matter. And yet the title was inspired with a thought more or less vital to the question to be considered, as will develop in the course of the story. Its application is woven in somewhere to fit the occasion, as every good speaker and writer does with something he wishes to get out of his system and doesn't exactly know how to do it.

To start the discussion it has been found impossible to get away from the distasteful "we told you so," for this question has been gradually coming on for five years, and both master and journeymen printers have let it come until the storm has broken immediately over our heads. Now we are beginning to make plans to take to the cellar.

Vocational Training in Schools Assured

Vocational training in public schools, both grades and high, will be just as surely a part of the future scheme of education as the three R's have been ever since education was education, and protest will be of only temporary avail, if it avail at all. So positive an opinion having been expressed on this portion of the question, it will not again be considered.

If this statement is correct, the matter at hand is to inquire what is being done in vocational education, how it is being done, by whom it is being done, and whether it is accomplishing the results it should.

To reply intelligently to these questions, one should have made some investigation in localities where vocational training exists. To render a decision, either concerning or praising a thing, without first obtaining knowledge of that thing, is self-condemnation.

Present System Wrong

There are two reasons advanced against the SYSTEM of vocational training, but none against vocational training itself.

Thorough investigations have been made by the Committee on Education of both the Typographical Union and the United Typothetae of America, and by individuals interested in these organizations as well as in the public school system. The result of each of these investigations has been the same—a declaration that the SYSTEM of vocational instruction in the public schools is wrong.

It is wrong because it does not teach the subject as it should be taught, because it is taught often by instructors who do not know the subject nor how to present it. Therefore this teaching does not gain the end sought.

Instead of the student's receiving a thorough knowledge of the trade, he obtains merely a smattering of what is otherwise recognized as one of the most difficult trades to learn. Master and journeymen printers maintain that it is necessary for an apprentice to serve four, five or six years before he is entitled to be recognized as a member of the craft.

But with the school system the student gets two, four, or perhaps six hours of training every week for all of nine months, and, presto—out into the world goes a printer.

Now the educators did not foresee this difficulty when they began teaching vocational subjects, and it is only fair to say that they do not claim to produce finished mechanics, but there are boys going out of high schools every year with the impression that they are printers, and entering this work as a life vocation .

In this way they not only compete with men who have successfully served their time as apprentices, but they enter the business field with still less knowledge of business than they possess of mechanical skill.

This adds to the community one more business institution which will tend to tear down the financial stability of that community and create dissatisfaction among the other printers in that community.

The business center having a large number of inefficient business men will have a proportionately large number of bankruptcy cases, and no community thrives under such conditions.

The product of the present system of teaching vocational subjects is a poor mechanic and an inefficient business man; one lacking in the knowledge necessary either to judge good mechanical production or the price he should receive for his product.

It must be stated to protect these views, that they

are based on investigations of schools teaching vocational subjects. But, instead of taking to the cellar, it is time to face the storm; and, instead of trying to escape from it or stop it, we should seek to remove the cause.

And the cause is the system which allows mechanical and professional subjects to be taught by men who have had nothing but academic training. If our public schools are to teach vocational subjects, and they should, then let the directors of the public schools employ men to teach trade and professional subjects who are on a par with those they employ to teach readin', 'ritin' and 'rithmetic.

TEACHING PRINTING IN THE PUBLIC SCHOOLS

By Joseph A. Donnelly, President of the International Association of Teachers of Printing, New York, N. Y.

It would be strange if most of the printing teachers did not champion the cause of "better printing"; for almost all of us come from the craft. The people generally can learn to appreciate the art of printing, for this does not require a lifelong study. In that respect printing differs from some of the other arts. There is no reason why every man, woman and child could not acquire a taste for the best of printing, and learn to repudiate the crude and the commonplace. Of course, the master printers insist that the customers have never yet grasped the full meaning of Art in printing. Why do the people not grasp it? Because they have never yet been given an opportunity to study the difference between good printing and bad printing.

Let us not forget that during the early days of the history of printing the art was monopolized by the Church. The monks used it as an indispensable instrument in the production of Bibles.

Later, printing was taken up by the royalty. Printing was to them a factor in education.

At the present time the ordinary layman knows little about the art of printing. This knowledge is limited to a very few. So well is this fact known, and the appreciation of this knowledge is so thoroughly imbued, that it has become desirable to generally enlighten the community in the various phases of the printing industry.

It might only be a question of time when every school will be able to boast of its school printshop.

The cities will then be enriched with good printers who can teach and produce efficient apprentices and journeymen for all communities. The thousands of children will find themselves through this initial work leaders in manual art subjects. The highest form of printing art will thrive as a result of popularizing printing.

This is not a day-dream, for it shall come to pass; and the school printshop shall make it possible for the people to receive their rightful inheritance—i. e., a true appreciation of printing art.

It seems that the educators who are advocating printing for its educational value are the men who are in the forefront of this splendid movement. It is quite certain that men who believe that the people always respond with warmth of heart to such efforts will surely succeed in their endeavors.

Incompetency is frequently as disastrous as cowardice or treason. Of course it is not as wicked, but it does just as much damage, says Dr. Frank Crane. And the greatest ally of incompetency is the man who fights vocational education.

As a man develops and rises, the dream of perfection develops with him. Each generation dreams its dream, wipes out and improves the dream of the generation past, and the unattainble Utopia of today is the accomplished fact of tomorrow.

The printing teacher's dream is a printing shop in every school.

When we consider the important part played by the press in the preservation of the written word; how historians have made use of its geniuses; how it has recorded facts about the times or customs or lives of people which were of great historical value—we speak within bounds when we say that the printing press has earned its right to a place in every school.

MR. JOSEPH A. DONNELLY, New York, N. Y.
President of the International Association of Teachers of Printing

"Nothing new under the sun" did not suffer an eclipse when vocational education was brought into the schools. Benjamin Franklin taught apprentices in his London office about one hundred and eighty years ago. The pub-

lic schools are not trying to usurp the power of the employer, but are simply trying to make up for the lack of training of apprentices in the shop. When the time-slip came in the door, apprentice training flew out the window.

The modern printing office has not the possibilities of the old-time shop, and it is, therefore, left to the schools to undertake that task.

The vocational school is here and here to stay. The boy of yesterday who was compelled to steal his trade from partly instructed workmen (even a good workman may lack the ability to teach) will vote and work for industrial training to prevent the man of tomorrow from stealing his trade. There is something lacking in the journeyman who is opposed to giving the apprentice boy a chance.

If we have the opportunity to educate the boys to become doctors, lawyers, clergymen and teachers, then why not educate them also to become printers?

Generally, the purpose of teaching printing in the high school is not to train boys for the trade, but to afford them a broad, general view of life and a practical training which will enable them to cope with every-day problems in the industrial world. The mechanical processes of the trade constitute but a small factor in the benefits to be derived from the study of printing. The major benefits are obtained in the correlation of printing with the general English course, or in a special course such as advertising and journalism.

In the prevocational school the pupil is given seventy-five minutes in the printing shop, believing that what is lost by absence from academic studies will be more than made up by that which is learned and enjoyed by setting type. The boy returns and enters upon his academic work with new zest, vigor and purpose. Besides this, he makes his fellow-pupils sharers in what he had seen, enjoyed and learned by delivering a shop talk in the auditorium, before the entire school. The educational advantages and benefits derived from the printshop to the young people are very great, to say nothing of the pleasures. The visit is especially inspiring, broadening, informing and thought-awakening. It gives renewed vigor and increased purpose and ambition.

The printing teachers are educating the pupils to good printing by making them acquainted with the art of the masters of its early days, through reproducing their work, by imitating it and by patterning after it as well as improving upon it.

Printing makes the accurate, exact mind, just as reading makes the full man.

HOW SMALL-TOWN NEWSPAPERS AND MERCHANTS CAN TEAM-WORK TOGETHER TO THEIR MUTUAL ADVANTAGE

By T. E. Dotter, the Sullivan (Mo.) News

Team-Work is the big thing these days. Wars are won by Team-Work.

Large railroad systems and the great national business establishments are illustrations of the efficiency of Team-Work in the industrial world. Coöperation is another word for the same idea and through coöperation on the part of the capitalists, large enterprises can be and are being successfully conducted—which success would be impossible of accomplishment without coöperation, or Team-Work.

Operating a metropolitan newspaper plant is another good illustration of Team-Work. The editorial, reportorial and business departments must work in coördination and harmony with the policy of the management.

Then, take the business department alone. It is such a large branch that it must have divisions and subdivisions and "sub-subs"—necessitating the finest sort of Team-Work to accomplish the results desired.

With a great newspaper like The Globe-Democrat, its business department is so immense that its taproots reach into all sections of the country, especially through its advertising interests. Its magazine "TEAM-WORK" and its TEAM-WORK PLAN "hitch-up" with almost 1,000 smaller newspapers throughout its rich territory (and nearly 8,000 merchants) for the best advertising interests of all concerned. This is indeed and in truth, Team-Work—bona fide coöperation. The "TEAM-WORK" magazine going out regularly to these hundreds of papers, is a most helpful medium through which this coöperative ideal is becoming a practical, most helpful reality.

TO "CONNECT-UP" THE LOCAL MERCHANTS WITH THE NATIONAL advertisers through the medium of the local press is an idea worth striving hard to put through—and "TEAM-WORK" is making a hard drive along this line and will surely go "over the top" if it keeps at it for long with the same zeal and tact it has manifested thus far.

This unique little publication is thoroughly read each month by the writer and affords many helpful ideas, not only in Team-Working with national advertisers, but also in the local and exclusively home field. And indeed a small newspaper in its own limited field, if properly conducted, is a very fine example of Team-Work on a small scale. And though on a small scale, Team-Work in this instance is just as important to those concerned as it is to the larger enterprises, for on it depends the success of the business and the support of the one conducting it.

This fact is not fully realized by many local publishers, as is evident from the advertising contents of the exchanges that come to my office. They show that the business departments of the papers are not Team-Working with the merchants and other business men of their respective towns and communities.

Some of these papers carry but few advertisements and when they do carry any, some stereotyped plate, which often means nothing and is used months at a time without a change or the slightest variation in matter or form. The publisher who will not or can not coöperate with the advertiser to such an extent as to secure frequent changes of copy with some pep in it, needs to attend a school of journalism for a while! But if he can not do that, HE CAN READ "TEAM-WORK" and that will give him enough good pointers to ENABLE HIM TO MAKE A LIVE PAPER OUT OF A DEAD ONE," so far as the advertising department is concerned—and at the same time obtain for his advertising patrons results which will induce them to DOUBLE THE DOSE OF SPACE OCCASIONALLY.

GERMAN VS. AMERICAN BUSINESS

An Article Reprinted from "Etchings", Gatchel & Manning's House Organ

Just about the time our good-old-fashioned-seldom - advertise - business - friends get sound asleep some one is going to wake them up by yelling, "Peace is Declared!" and they will find themselves out in the rain commercially. The following article on "German vs. American Business" from Etchings, the house organ of Gatchel & Manning, touches the spot so well we think it worthy of reprinting here:

"At present we are reading and hearing much discussion, desultory and largely academic, concerning the formation of a League of Nations to create a barrier against German goods and products after the war, and to limit their supplies of raw materials. The status of the present reigning powers of Germany, after our military victory, will no doubt have an important bearing on the extent to which the plan will be worked out. Should the German people wipe out of existence the autocracy which the world is fighting, a modified basis of economic relations might be arranged.

"It may be timely to remind those who are, perhaps, over-sanguine as to the efficacy of such a movement, that the laws governing trade relations between nations are the same as between individuals. They are as immutable as the laws of gravitation. A man with goods to sell seeks the buyer who will pay the highest price. The buyer turns to the market where he can buy to the best advantage.

"The projected League of Nations, instituted for enforcing economic pressure, would do so, as President Wilson pointed out in his address to Congress, "by closing the seas to a nation and by international action enforcing international covenants."

"Most of the raw materials necessary for the industries of the world are included in the resources of the present Allies and non-combatants who would form the League. It can be seen that such a League, properly organized, with the united power to enforce its decrees, could quickly bring a recalcitrant nation to its senses.

"Assuming that such action would be taken only to restrict a belligerently inclined nation from obtaining such basic materials as would be needed for the upbuilding of a military machine, it may also be safely assumed that the natural laws of trade would bring about commercial relations in lines where industrial conditions permitted the economical production of certain goods of quality, much in demand among the nations so leagued together.

"The Germans, with their customary thoroughness, have already organized for the "Trade War" which they figure will ensue after the military war has ended. An Imperial Commission has been appointed "to give better support to private individuals and firms when in competition with foreign countries." They are already planning for the obtaining and shipping of raw materials and supplies, freight rates, foreign exchange, etc.

"To what extent this is a menace to American and other allied industries may be judged by the reports of A. Mitchell Palmer, the Custodian of Alien Property, on conditions now existent which he has been able to uncover by his investigations into the holdings of enemy aliens.

"The ramifications of their work would fill volumes. In England, France, Italy, and America they have, through stock companies and "camouflaged" directorates, obtained an alarming grip on industries in an almost inconceivable way.

"One phase of their activities which seems to us pregnant with disaster, if it is not overcome by our American manufacturers, is shown in quotations from the Berlin Tageblatt, April 26, 1918, and the Berlin Lokal Anzeiger, April 20, 1918, reprinted in Printers' Ink, and from which we quote:

"'Germany and German merchants have increased their advertising space in neutral markets and at home. It pays to advertise in war as well as in peace. The far-sighted merchant never stops advertising.

"'A perusal of the papers will show that the German manufacturers still advertise even if they have not the goods to deliver, but with the idea of keeping their names before the public.'

"Germany, as events have shown, has taken American inventions, the submarine, the aeroplane, and what-not, perfected them, and adapted them to her own ends. It seems as though she had now adopted the American theories of advertising, and is making better use of them than we are.

Too many of our manufacturers stopped advertising when their plants were filled with war orders. They failed to realize that the biggest job of every business man is to retain the good will of his cutomers. Even though it might not be possible at the present time to fill orders along their usual lines, they could keep their names before the public by frequent advertisements explaining the situation, or by signed advertisements appealing to the public for the support of the particular war activity then making its appeal.

"In times of peace, when the papers are full of the commonplace of no special import to the reader, a memory of some previously seen advertisement may find a niche in the mind, but now the tremendous cataclysm "over there" is flooding the public mind. There are few people who have not, through some relative, a personal interest in the news, and everything else is forgotten. It is therefore much more difficult to retain interest and increasingly difficult to revive it.

"Peace hath her victories no less than war. At this writing our brave American boys have jolted the war cloud so that a glimpse of the silver lining of Peace is beginning to show. Procrastination may be fatal. The time to advertise is all the time. If you have neglected to follow that rule, NOW is the time to start anew, so that your place in the public mind may be secure,

"When the war drums throb no longer
And the battle flags are furled."

PALMER WITH NEWSPAPER SECTION OF WAR BOARD

G. J. Palmer, acting vice-president of the Houston (Texas) Post, has been appointed chief of the newspaper section of the pulp and paper division of the War Industries Board. Mr. Palmer will have the duty of administering the rules and regulations of the War Industries Board applying to weekly and daily newspapers, coming in contact with editors and publishers throughout the country.

REVIEW OF JOB PRINTING

Address all communications to Alfred R. Gardner, 4610 Ravenswood Avenue, Chicago, Ill.

CHRISTMAS and New Year's cards which appeal to most people are about the hardest thing with which small-town printers have to deal. The styles of ornamentation change so rapidly and the ornaments are so expensive that few can indulge in them and make a profit. At the same time there is nothing so in keeping with the spirit of the holiday season as an appropriate card or folder. We look to see their use largely increased as the years go by. Printers should endeavor to make every job of this kind show a profit. Where special ornaments are required they should be charged against the job and if later placed in stock you can probably realize something on them. The idea of carrying a line of plates in stock suitable for this class of work should not be thought of at all except by those who make a specialty of it.

Where the orders are small it is better and cheaper to buy stock cards or folders that will suit the customers' desires. This eliminates the need of plates and color work which make the small orders so expensive. Some of the paper supply houses usually furnish a good line of samples from which to select, and if the printer is careful in aiding the customer he will generally chose stock goods which can be finished up at minimum cost and give the greatest satisfaction. When the customer has a large mailing list or wants something that is individual the printer has a chance to display his own artistic ability and there is no reason why this should not produce as good returns as any similar effort in other lines. Even in handling stock cards and folders, considerable ingenuity and artistic ability is required if the home-printed portion is to harmonize with the balance of the job.

This month we are showing a number of Holiday cards which we think will be helpful as suggestions in the production of this class of work. All of them possess some merit and some of them are specimens which any printer should be glad to have in his display outfit. Some were made in the small country shop, a few in the best plants of the big cities. Some show but one color of ink, others up to five and six. Most of them were made up by using stock cuts and foundry type, but a few were made from special drawings and plates. Thus it will be seen that the exhibit covers a wide range of work and we sincerely hope will assist the readers of the National Printer-Journalist in meeting the demands for this kind of work during the coming season.

Fig. 1 shows a card from Herbert C. May Company of Houston, Texas, that is plain, but rich in appearance. It is printed in black and white on blue deckle-edge stock, size 3½x5½ inches. There is just enough white on the illustration to give the necessary life to the job.

Axel Edw. Sahlin of the Roycroft Shop, East Aurora, N. Y., sends a variety of Christmas and New Years cards from which we have chosen Figs. 2, 3, 5, and 6 as representative of their work. All are good examples of the use of type-founder's material; Fig. 5 being one of the most attractive as well as unique received. It is printed in black on what appears to be a laid hand-made brown wrapping paper. The colors, red, blue, green and purple are put on by hand, the whole making an exceptionally good example of the best printing in vogue when the art was in its infancy. The illustrations of the other three samples will, we hope, speak for themselves.

* * *

The Biggerses of Houston, Texas, wish their friends the season's greeting on a neat card reproduced in Fig. 4. It was 3¾x5½ inches in size, lavender color stock, printed with purple ink and the illustration hand colored in blue and red.

A good specimen of the work produced by the Speaker-Hines Printing Company, Detroit, Michigan, is shown in our illustrations 7 and 8. This was a 6¼x9 inch, four page, double fold, printed on white antique finish, deckle-edge stock in black and red. Fig. 7 is from the first and Fig 8 the third page. The second page carried the season's greeting set in the shape of an inverted pyramid, using all caps. An-

other specimen from the same firm shows the angel of peace descending over a line of battleships and at the bottom of the page, the caption, "May Peace Come Unto You." It is the same size and on the same stock as the sample above, but is printed in light blue, blue gray and gold, a combination of colors which would not reproduce well for our illustrations. The second page carries the greeting set in type with an outline cut of Father Time in the lower left corner. At the top of the third page is a hand-lettered plate, "May Peace Come Unto You," printed in the same three colors as the first page, beneath which are the two verses quoted below. In the lower right corner is an outline plate of the regulation youngster opening the ledger for the new year. Both these jobs speak well for the artistic ability of the shop producing them.

"MAY PEACE COME UNTO YOU"

"The old year's gone, as old years do,
So I send this wish to you,
A wish that all the days to come
May be brighter than the brightest one
Of that which has passed by;
And that the sun in yonder sky
May shine for thee full every day,
And light thee o'er life's troubled way,
Free may you be from care and woe.
And sorrow's touch never know."

"I wish thee blessings by the score,
And yet I cannot wish thee more
Than say to thee, friend, old and true:
May Peace come unto you;
And, coming, flood thy big heart
With joy, and from you never part;
For he that has Peace has everything
In life; that's why this wish I bring
To thee, and trust no matter what you do,
May Peace come unto you."

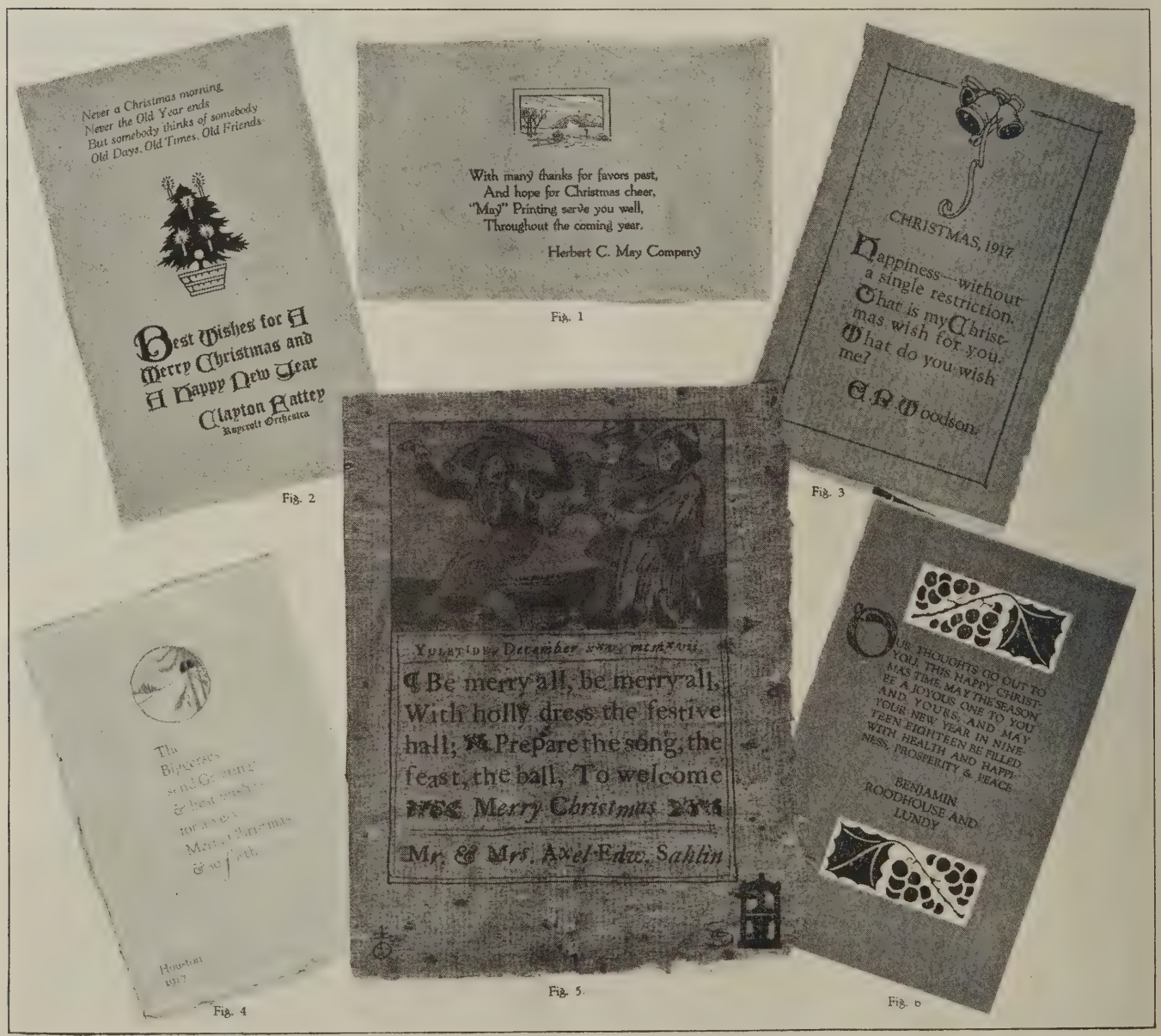

Never a Christmas morning
Never the Old Year ends
But somebody thinks of somebody
Old Days, Old Times, Old Friends
Best Wishes for A Merry Christmas and A Happy New Year
Clayton Mattey
Ragtrati Orchestra
With many thanks for favors past,
And hope for Christmas cheer,
"May" Printing serve you well,
Throughout the coming year.
Herbert C. May Company
CHRISTMAS, 1917
Happiness—without a single restriction. That is my Christmas wish for you. What do you wish me?
C. R. Woodson.
¶ Be merry all, be merry all,
With holly dress the festive hall; ¶ Prepare the song, the feast, the ball, To welcome Merry Christmas
Mr. & Mrs. Axel Edw. Sahlin
OUR THOUGHTS GO OUT TO YOU THIS HAPPY CHRISTMAS TIME. MAY THE SEASON BE A JOYOUS ONE TO YOU AND YOURS, AND MAY YOUR NEW YEAR IN NINETEEN EIGHTEEN BE FILLED WITH HEALTH AND HAPPINESS, PROSPERITY & PEACE.
BENJAMIN ROODHOUSE AND LUNDY
Houston 1917

Fig. 1

Fig. 2

Fig. 3

Fig. 4

Fig. 5

Fig. 6

One of the things that makes the printing business worth while is the constant endeavor among those who cater to the better trade to produce something above the average—something that a recipient can instantly put value to. It is the ability to select these niceties and put them in their proper place that distinguishes the artistic printer from the commonplace. One of our specimens which we think shows these characteristics to a marked degree is the one shown in Fig. 9, which was done by Rogers & Company, Chicago. This was a four-page folder printed on antique finish, deckle-edge stock, 5⅝x7 inches in size. Our illustration shows the two inside pages, which are printed from zinc plates; the text being in gray with red initial; the head and foot bands in light blue, red, green and gold. The first page contained a shield with the eagle, underneath which was the title, "Our Christmas."

Fig. 10 shows the cover page from the Holiday announcement of the Barnes-Crosby Co. of Chicago. It is printed in green, black and red on white stock—a very simple but bold and striking specimen that is truly artistic.

The greetings folder from Gatchel & Manning, Philadelphia, shown in Fig. 11, exhibits excellent taste. It is on white antique finish stock with hot stamped panel for the printing. The text is in gray, the lower of Independence Hall in colors within a gold frame.

The card from John A. Webster, reproduced in Fig. 12, shows some of the good work done by the the students in the printing department of the East Technical High School at Cleveland, Ohio. It is printed in red and green on Onyx stock.

The two specimens in Figs. 13 and 14 are from George O. McCarthy of the Journal, Gordon, Neb. Both are printed in one color on Onyx stock and show good taste in the use of type and material. Several other specimens from the same shop are equally good.

Here is something for your business friend who has concluded not to advertise or to cut down his advertising because of the war. It is from the October number of The Eclipse. Some printers might also read it with profit:

"Mr. Val Fisher, a London publisher, in this country to promote international interchange of business, at a recent address in New York, told the following:

"The experience of Britain's retail stores contains an object lesson which should not be lost on the business men of America. During the first few months of the war, many stores cut down their advertising. But Sel-

Fig. 7

Fig. 8

fridge did not. He did not skip a single day. He used all the space the papers would allow him to use and has continued to do so. The result was that Selfridge's profits during the first year of the war were $573,000; during the second, $750,000; and during the third year, $1,125,000.

"Another London store, much larger than Selfridge's at the start of the war, decided to cut down its advertising, and did so until they saw their mistake, and the result is shown in their returns. This store's profits for the first year of the war were $1,546,000; for the second year, $1,000,000; and for the third year, $1,175,000. From fourth or fifth place among London stores, in volume of business and profits, at the start of the war, Selfridge has climbed to second place as the result of his continuous advertising, and he would be first today, had not the war prevented building additions to his store.

"British manufacturers who have not a dollar's worth of merchandise to sell, whose entire plants are employed on Government work, are keeping their advertising continuously before the public, because while they are perfectly willing to turn their profits over to the Government, while they are perfectly willing for the sake of winning the war to have their factories commandeered and their normal business completely stopped, yet they are not willing to sacrifice their good-will; they are not willing to have their names or their products forgotten.

"This is a time when every manufacturer, every business man, should look far ahead. Good-will cannot be built in a day, even by advertising. The war will not last always. We have all seen the mistake of being unprepared for war; it is almost as great and serious a mistake to be unprepared for peace.

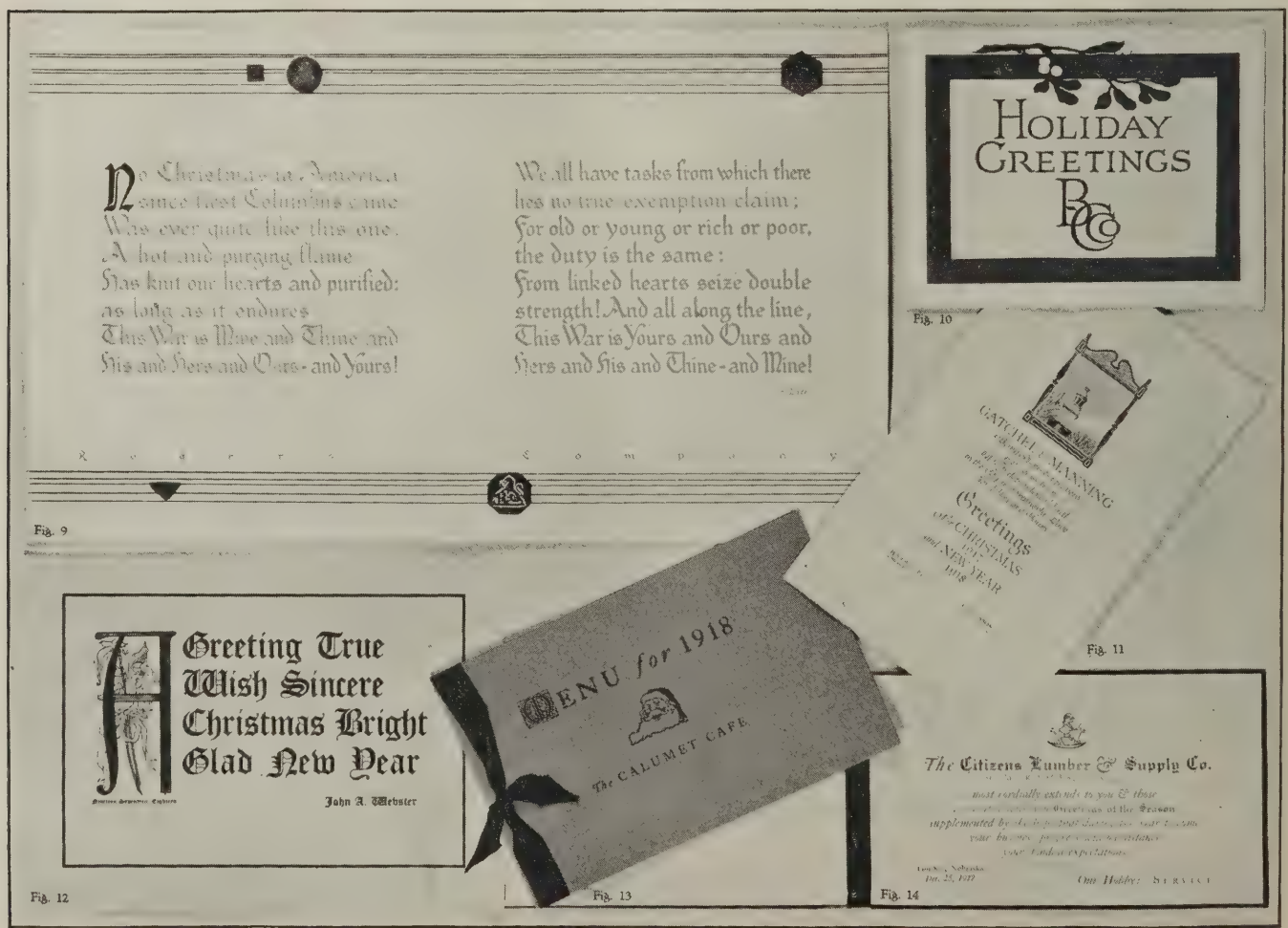
And then we find another pertinent illustration in a recent issue of The Insurance Monitor:

A. & F. Pears, the English soap makers, were spending about $250,000 annually some fifteen years ago and they were selling each year a good many million dollars' worth of soap. Everyone knew about Pears' soap—the name was familiar in the farthest corners of the globe, but the Board of Directors decided that they would get along without advertising because they were selling all that their factories could produce. They did no advertising during the following six months, and in that six months lost 35 per cent of their total business. It cost them $6,500,000 in additional publicity to get back where they had left off. This shows how quickly the public forgets when advertising is withdrawn. It illustrates the need for constantly repeated advertising.

"They say it takes a calamity to teach us Americans the need of preparedness. If the lesson of our military inadequacy prior to our settling of this egregious world war is not enough some business men who still persist in not advertising are bound to receive a darned hard lesson after awhile either from more enterprising compatriots or from the insidious Germans."

* * *

The Linograph Company, Davenport, Iowa, is mailing to prospective customers a series of attractive folders showing the advantages of the Linograph in the composing room.



ADVERTISING YOUR OWN BUSINESS

By J. Linton Engle, of the Holmes Press, Philadelphia, Pa.

(From a Paper read before the Recent U T. A. Convention, Cincinnati, Ohio)

FEELING the need of help, in the preparation of this paper, I concluded some time since to commandeer the service of a few of the members of our craft. Accordingly, I formulated what some of the recipients may have thought a lot of foolish questions,—a questionnaire. They didn't express their displeasure, however, but most kindly responded, with the result that I have the opinion of something like thirty-two of the most successful printers scattered throughout the United States and Canada. And right here I wish as a comparatively new member in the ranks of employing printers to bear witness to the splendid calibre and courteous coöperation of the fellow members of my trade. Five years with my old boss, E. Lawrence Fell, demonstrated to me that there was nothing better in the way of an employer in the ranks of any business, and it has been a joy to me to find since getting into business for myself that there are so many printers with a similar broad and charitable outlook, ready at all times to lend a helping hand to their fellows. It makes life worth while and our business the best there is.

I am going to read the questions I offered and will then give as briefly as I can, something of a digest of the replies, with a few extracts.

Should the printer set aside a certain percentage of his annual business for advertising?

If so, what should be the percentage?

What kind of advertising pays the printer best?

What is the relative value of the following kinds of advertising for the printers' purposes? Pick out the three you consider the best in the order of their value. Cross off those you don't approve of.

House Organs—Newspaper advertising—Folders and mailing cards—Actual samples of work done for customers — Letters — Government Postals—Blotters—Annual Calendar—Rulers, desk pads, thermometers, lead pencils and other novelties—Annual Memorandum Books.

How large should the list of prospects be, (based, say, on annual volume of business done)?

Should the printer discontinue his advertising during war times? If he should continue should he restrict or modify his advertising in any way?

Should the printer follow up his advertising with salesmen or should he expect his advertising to be so strong that it will bring his prospects to his office?

Should he solicit business on a PRICE basis, QUALITY basis, SERVICE basis, or all three?

To the first question, **"Should the Printer set aside a certain percentage of his annual business for advertising?"** I was quite surprised to find that with two or three exceptions, the replies were emphatically "Yes." I had been in some doubt about this myself. As to the percentage that this should be, there was great variety of expression, showing that no one printer can determine for another just what course should be followed in each particular case. One printer, and one of the largest in the country, says from ½% to 1½% of the annual business done; another says 5%, and one bravely mentions 10%. Taking the average practice, however, of the large and medium size plants, I am convinced that the active, progressive, house, no matter how successful today, who wishes to build for the future and to maintain and extend good-will, will spend at least 2% of the amount of the annual business done and will charge it to the expense of doing busines. There is a place in our 9 H. for this. It should not come out of our profits.

As to the relative value of the different forms of advertising the result is what would be expected. The preference is strongly for actual samples of work done for customers, with folders and mailing cards combined with form and personal letters a close second. The place of the House Organ, while standing third, is so highly endorsed by those using it, that I believe properly it should be considered in the first rank, particularly since it does give the printer an opportunity to show by illustrations and narrative what he is doing for his customers.

I was particularly interested to find that four printers gave newspaper advertising first place, and eleven in all mentioned it favorably.

Only six think enough of the calendar even to mention it, and of course none give it first place. I suspect that those who use an annual calendar, would not even think of dispensing with it. I am sure our firm would not, though we might not give it even third place. It contains too much suggestive value and is so everlastingly present, when it hangs in our customer's or prospect's office, that I should about as soon abandon the visiting card.

The size of the mailing list is a mooted question. All agree it cannot be settled arbitrarily. There are too many considerations involved, varying with the character of business desired, territory in which one operates, ability to follow up intelligently, to lay down even an approach to a rule. Some are using 500 names for each $50,000 worth of business done, some double that number. The general sentiment bears out my conviction that for a firm doing $100,000 annually, 1,000 names will give all the prospect material needed, and I doubt whether a list need ever exceed 2,000. The list is hard to compile, and because it is hard, some printers grow gray before they begin to advertise, fearing they will have too much waste circulation. Make the list as good as you can but get a list and use it, even though it may be far from perfect. The sales force should be used to correct, cutting out the dead material, and adding new and live prospects as they may discover them in their daily work. It is a good plan to have the financial rating of the entire list. I have also found it helpful to read the list of judgments and suits entered, as recorded in the daily papers. We have avoided many pitfalls in this way. One thing is certain, no financial deadwood should be carried. Just for the compilation of the list and watching credit ratings, the annual cost of a subscription to Dunn's or Bradstreet's, is well worth the price.

All that answered the questionnaire say emphatically that the printer should not discontinue advertising during war times. Some have even increased their appropriation. Some think it should be restricted, others modified. All of us agree that winning the war is our first consideration and to that end it is very evident that patriotism should shine forth in one form or another from every piece that goes out. Some of the most forceful advertising I have seen, is from a Canadian printer

who has issued a series of war bulletins, on which the printer's imprint modestly appended is the only sign of advertising. These bulletins are patriotic appeals, heart-to-heart talks from a common-sense business point of view, original verses, war ballads, etc. Their very modesty has made them effective.

A few printers, and those among the most successful, as well as largest, do not have a sales force. Usually, however, they do have one or more office men, who can visit the customer while the order is in process. All the rest maintain a sales force and agree that the advertising should be followed up by intelligent men who know their business; certainly not by order takers.

As to the bases on which a printer should solicit business,—price, quality and service. I have never had any doubt that service and quality are the only safe and sane standards for our particular requirement. There are very few who do not agree with this conclusion. As one printer says, "forever forget the price basis." A few, six only, give price a place in their scheme of things, but none feature it as their leader. The proper order is certainly SERVICE and QUALITY. A printer may possibly give only a moderately good quality of workmanship, but he can always give such superior personal attention to the work in hand, make his services in other words, so indispensable that the customer will prefer to do business with him above all others. I know more than one such concern making good in splendid measure. Their work is only passing good, commercially speaking, but their service is of that intimate, personal kind, that overcomes all obstacles. In many instances it will happen that the desire shown by such houses to give the customer of their best, results in an improvement of workmanship. Quality follows service, but it is not first. Our advertising should feature both. I should like to see all mention of price eliminated from every printer's advertising. It is usually unfair to the other fellows and gains for us nothing of real value. Watch your costs, see that they compare favorably with the costs of your friends in the trade and then get a fair price. That is all that we want, but we must have that.

I suppose some would like to know what sort of copy pays best, what form of folders and mailing cards are the best producers, the proper size for a house organ, how space in the daily newspapers should be used, what sort of a form letter or personal letter gets the bacon. I must say frankly, I don't know. I do know that a campaign, undertaken in dead earnest, carried forward with careful study of your opportunities, abilities and resources, restraining yourself rather in message, in style and form, if persistently adhered to and properly followed up will win out. The printer or some one in his plant should undertake the copy and layout work rather than employ an advertising man on the outside. The very effort at producing something, while it may be faulty in the early stages, in itself ensures growth and makes one more self-reliant and hence more useful to the customer. Those who fortunately have an advertising service manager, are in the best position. But my point is, that none of us, from false modesty, should hesitate to express ourselves in printers' ink. The power to prepare good, convincing advertising will grow with the doing, just as salesmanship improves with usage, at least if the man has real red blood in his veins.

For real help, study what the other printer is doing. Read your trade journals. . . . Read the magazine advertisements. Get the inspiration and the conviction that advertising does pay and that it can apply to YOUR business. Exchange advertising with a few of your friends, preferably in some other part of the country. There are those who will gladly do this. May I say right here that many will be surprised at the simplicity, combined with great effectiveness, that distinguishes the advertising of most printers who have been in the game the longest.

The replies to my questionnaire were so interesting and helpful that I think I should quote from a few of them:

A New England printer says: "Most certainly do I believe that a printer should advertise and that he should continue his advertising during the war. I believe the advertising which he does should be of the same kind and nature which he recommends to his clients, namely, printed literature. I do not believe any pre-arranged program can be determined regarding the kind of literature to use as it would seem to me before any printer undertakes to advertise to prospects in his neighborhood, that the first thing he should do is to make a careful analysis of his territory and shape his advertising policy upon the results thereby attained."

From Wisconsin: "We find small pieces of direct literature will get the greatest returns from the money invested, but an occasional pretentious piece is necessary and we supplement this with form letters. The printer should certainly not discontinue advertising during War times. In fact, it is the duty of every printer to urge his trade to keep up the publicity and with the idea of continuing the great value of good will."

From Washington City: "You have asked me to pass judgment on a subject which is most difficult to determine. On account of the vastly different kinds of printing businesses conducted, no set rule or policy can be adopted which would fit each and every office. Each office should work out its own advertising campaign, based upon its facilities and personnel."

From Connecticut: "Certainly it is not desirable to solicit business on a price basis. The quality and service are the essential things to be taught and beyond this the creating of ideas and the selling of them is a very essential part of the printing job of today. In our own business we find that we can create a great deal of business and sell it at a much better price than to consider at all the competitive proposition."

From one who is known in the East for a large measure of success: "I think we feel that a satisfied customer is the best advertising medium. Our business runs about $1,000 per day and we have no traveling salesman, or have voluntary inquiries, to give in reply as full and thorough information as possible. Then if it be necessary one of our office force will go to close the contract with the customer.

"Of course our business is not the growth of a day but long-continued good service, which, means proper attention and interpretation of our customers' desires, prompt attention to deliveries, careful attention to all details, prompt response to letters, prompt meeting of obligations, splendid lieutenants, good coöperation and a fine organization generally, using the Standard Cost Finding System, courtesy and sympathy at all times. All of these things have helped our business from the time we occupied 500 square feet of floor space until now when we occupy more than 50,000 feet of floor space."

From one who is not a printer, but who does know a lot about House Organs: "As you might expect, I favor House-Organs. Today a house-organ must necessarily be small. I believe that the envelope which carried your attractive blotter each month (to use an illustra-

tion) might just as well hold a personal letter, sort of house-organ. Let us imagine a four-page folder, about 8½" x 4" in page size, called the Craftsman's Review and and marked with The Holmes Press mark, with the superscription 'Done at the Holmes Press,' under this heading. On the very first page, the 'story' would begin. Each monthly number would contain a discussion of some particular job, completed during the month, with perhaps an illustration taken from it or of it. As a different kind of work would be taken up each month, during a year, the recipient would learn a good deal about the sort of work you are doing, not to speak of obtaining some useful information about typography, make-up, make-ready, illustrations, etc. Each of these subjects would naturally be brought out by the particular characteristics of the sample under discussion."

Another from New England, with which I take some exception, but which reflects the sentiment of at least one member of a very successful house: "Any printer who expects to do any considerable amount of business will find it necessary to solicit business on a combination of the price, quality and service basis. He will have to suit his particular appeal to the situation in which he finds himself in relation to any particular prospect. There will be occasions when a prospect will listen to nothing but price. Other prospects will insist on quality regardless of time or cost. Still others insist on service, but it strikes me that the average buyer of printing will talk price, quality and service at the same time."

The following from the South strikes home and important but seldom declared truth: "We find that personal contact and mixing with the good business public and civic, commercial and public welfare work of every kind, is one of our best assets."

From Canada came a message, that for real cheer and optimism is a veritable beacon. Here is a concern, that in a land four years war-weary, has this to say: "As to our course during the war, although we have never been pessimistic, we have proceeded conservatively. Probably the best way to show it would be by some confidential figures with reference to our War Years." (I cannot quote these, but I can say that while the business in 1914 fell 5% below 1913, the pre-war year, and 1915 33 1-3% below 1914, 1916 was nearly 40% ahead of 1913 and 1917 more than 100% ahead of 1913!) "The rather substantial growth, particularly during the last few years is due almost entirely to our branching out into mail order printing, which is of course on a contract basis, and which, owing to its being increased tonnage and its consequent assumption of considerable of our overhead, has proven profitable. Our commercial printing, while it did fall off rather badly during the second and third years of the war, owing chiefly to pessimism or conservation on the part of the customers, has re-established itself on about the old basis. We give service (not advertising service) and we have a special department to ensure it and to it attribute a good deal of our growth and the fact that we are able to get considerably better prices than the average printer. We never quote below what we think a job can be done profitably and do not meet competitive prices. We thoroughly believe in maintaining quality equal to the very best procurable here and all our sales talk is on the quality and service basis."

From a printer who is reputed to make about the biggest percentage of profits in the United States, came the following charming and characteristic reply: "Candidly I don't quite like interrogatories. Never appealed to me to sit down and fill in a bunch of dotted lines and respond to inquiries that may be foreign to the thoughts of the writer. Naturally your perspective is before us, but the best manner to serve our friends is off-hand."

"During the younger business days of the writer the word advertise never had an abiding place in his vocabulary—it was thought, always—on the street car, looking from the window, catching the view and scenes and sights as we whirled by ofttimes was our mentor—a thought was jotted down—taken to the office—revamped—personal supervision given the composition—selection of stock likewise—colors to blend—then the printing of a certain number—sometimes less than a hundred copies—selection of good prospects that we might interest in our work to better their condition—two and three times a month were these little folders and in a letter size mailed—results little by little came filtering in—our office became the resting-place after lunch for one and then another customer until our presses were singing to the tune of 'H' sharp or the 'Evening Star' from Tanhauser.

"Never hesitated at expense—in fact, gave it but little attention—never looked upon it as the commonly accepted term of 'Advertising.' What was desired was to advise a number of people of the fact that a printing plant was next door to theirs and one that knew how to print for people that needed printing—this good feeling spread to others—and we're still at it on the same score for we have given our customers a service, product, a quality that places us next—sub-rosa—to a business 90% of which is without price or bid or estimate."

The subject of advertising cannot be considered by itself alone. Its statement and promises must be backed up by performance in the plant and office, by the workmen, the salesmen, the boss, the telephone operators, and by all. The spirit of our advertising must permeate the entire business. A chain is no stronger than its weakest link. No matter how attractive, persuasive, and result-getting our advertising may be, if we are weak in any sense in backing it up, it will not save us. I know a printer who, some years ago, did perhaps the best advertising that we have ever had in Philadelphia. He got the inquiries, too, and he got business, because his workmanship was good. But he couldn't hold it. A customer, developed through his advertising, had an office boy whom the printer seemed to make particular pride in insulting and slighting. The business lasted until the office boy was suddenly promoted to advertising manager. In a day's time a splendid account melted away, all for want of common courtesy. The printer is still holding on by his eye teeth. His ways are the same as ever and if he reads this, he will commend it but won't connect it with himself.

I know of nothing more important than courtesy. It should be enforced at all times. The man who comes in to sell us something we don't want, is entitled to as courteous attention as the buyer of thousand's of dollars' worth of printing. We may not be required to give him as much time, but we should insist that the entire office force make him feel that his reception is a cordial one. It's not only the right thing to do but we never know when such a man may himself be a buyer.

Absolute honesty in dealing with customers is essential to the successful handling of any business that follows from advertising and for that matter, from any other source. We must keep our promises. If through accident, or unforeseen reason, a delivery must be delayed, call the customer on the phone, or see him and frankly explain as long in advance as possible and get an extension of time. But I like Will Eynon's motto best: "We never disappoint." Such a motto says, when

it is lived up to as I know it is in his case. It's the best kind of advertising. But let us be frank anyhow in all our dealings and not hesitate to meet a difficult situation in advance.

I am sure I don't have to warn any of this body not to adopt the Sunday School pupil's definition of a lie: "An abomination unto the Lord and an ever-present help in time of trouble." The holes, however, that at times some of us dig for ourselves, just by failing to anticipate trouble and going confidently to the customer with a full statement of facts sorely tempts us to fall back on such a resource.

If advertising is to be followed up and virtually all agree that it must be followed up by salesmen, then the sales force must have as much attention or more than the advertising. I am inclined to think that there is no business in which it is harder to get good salesmen than ours. We have found it more satisfactory to train our own men and have adopted a somewhat unique but rather successful method for doing this. The weak point in nearly every salesman is that he isn't sold on his own house. He himself really believes the prices he is quoting are too high. If his price for 5,000 booklets is $500 and John Jones down the street offers to do the very same job for $255 he is half persuaded that his competitor knows more about the business than he does. There is danger that even in the face of competition he may almost think his house is robbing his customers. The trouble with him is, he doesn't know a blessed thing about costs. If a salesman knows what his product costs from actual experience, he will never want to sell below cost and the low prices of his competitors will never disturb him. Acting on this thought, something less than four years ago, I put on a young man about three years out of high school with but little business experience and kept him working as cost clerk for nine months. At the same time he answered the telephone and met all callers. At the end of that period he knew our costs thoroughly. He then went out to sell and was ready to answer all objections to our prices. He knew they were correct for he had made them up himself from plants and office records. He knew 9 H and had no fear of the other fellow. The first year he didn't pay his way, nor the second year. The third year he came through in splendid shape and promises if he comes back from war service, to make a star salesman. None of his business is competitive. It is all profitable. As soon as this young man went on the street I took another, one year out of high school and gave him the same training as the first had had with a similar result. It is a method that might not be adaptable to all plants, but for us I am satisfied it is the best. But don't expect a miracle. Give the man time. If he is doing solid, conscientious work, he should have two years to make good in. We can't expect our advertising to produce instant returns in any large measure. Salesmen likewise, if they are new to the game, must have time to develop. If the man is of the right type to start with you can afford to consider what you pay him as an investment just as the money you put into advertising is an investment. Such a man will give undivided loyalty and will be your very best advertisement.

With a sales force therefore in the foreground and with an organization in the background maintained to give a high degree of personal service, and quality of workmanship; there can be no question that advertising will pay any of us who go about it with zeal and CONTINUITY OF EFFORT. Brilliancy and cleverness count for far less than persistency.

That the combination of advertising, service, and quality pays I know from experience, for such a combination enabled us, in a little over three years time to more than double the business of the Holmes Press. With the Standard Cost Finding System as our guiding star we have also been enabled to make fair profits. My respect for the cost system is such, by the way, that I consider it positively indispensable. Without it we would not know our costs, with it there is no temptation to sell below cost. Those who use it know what a splendid bracer it is.

In closing, my message to all of us is to recognize in our own hearts the fact that we are engaged in a craft that has no equal, a craft with a history of four hundred and seventy odd years of benefits to mankind that cannot even be approached by any other trade, profession, or business. Show to all comers that we believe in our business, that we are printers from choice and not compulsion. Away with the miasinatic poison of the chronic bellyacher, who sees nothing but low prices unfair competition and constant trouble of one kind and another.

Advertising our own business should not be confined to the getting of new business. It should mean also constant agitation for the best trade practises among our own members, explaining to the uninitiated the benefit to be derived from association with the craft and lending a helping hand wherever we can to bring up the standard of the trade. Such an attitude spells not only success for our organization but for each individual business. We must cultivate the spirit of service. And speaking of service, I leave with you this motto: "The business man, lawyer, printer, priest or poet who earnestly tries to serve his neighbors will earn both money and real happiness, but the man who works for money alone gets that and nothing else."

THE GLOBE ENGRAVING AND ELECTROTYPE COMPANY ANNOUNCES CHANGE IN PRICES

The Globe Engraving and Electrotype Company of 701-725 S. Dearborn Street, Chicago, has announced advances in prices for photo-engravings and offers explanations, the reasonableness of which will be readily appreciated. The following are paragraphs from the letter:—

"We assume it needless to explain in detail why it is that the present scarcity of labor calls for higher wages and as a consequence a considerable increase in the labor cost of our work.

"In addition—nearly all material and chemicals used in the manufacture of halftones and zinc-etchings have been directly affected by the war and the cost of all supplies is now double pre-war prices.

"Please note that beginning September 1st, 1918, our charges will be based on the new Standard Scale for Photo-engraving, from which we will allow the same discount as at present, i. e., 20%.

"The new scale price for square finish halftones is based on a fixed charge of $2.50 plus 10 cents for each square inch for plates measuring 5 to 50 square inches. For plates larger than 50 square inches 15 cents per square inch.

"The scale price for zinc-etchings is exactly two-thirds of the price of square finish halftones.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

IT is without fear of successful contradiction that I declare newspaper men as patriotic (if not a little more so) than men of almost any other walk of life. The very nature of our business makes it so. It has become habitual for newspaper men to keep in the vanguard of all movements of public interest and welfare, and that is why in the present crisis of this war you find American editors everywhere leading with the patriotic work in their communities.

And by "patriotic work" I do not mean that related to, or connected with, the newspaper man's particular trade or profession, but I refer exclusively to activities outside of the office—community activities—such as help in Red Cross work, War Savings Stamps sales, Liberty Bond questionnaires and sales, draft questionnaires, Y. M. C. A. drives, etc., etc.

Hundreds of editors in this country have been, and still are, rendering valuable service in these departments, in which every good citizen should interest himself, and, I dare say, when it has come to donations, cash contributions, and loans to the Government for war purposes, no other class of men in the United States has been more liberal, according to their means.

But, on top of all of these highly essential patriotic duties in the benefit of Uncle Sam, there is that other incalculable service peculiar to the newspaper man's vocation, namely, his editorial work, whereby public sentiment is created and molded and a nation thus made patriotic in time of need.

In an article lately written for another magazine, I have boldly referred to newspaper-making as "chief among the essential American industries," principally because of this peculiar faculty which the profession possesses of creating and spreading public sentiment. By virtue of this ability of the press, I hold that to the newspapers of this country must largely go the credit for the splendid army of patriots, both under arms and in civil life, which America possesses today; for through what other means was public sentiment possibly changed from its strong anti-war and pro-German stamp of the days prior to April 6, 1917, to the emphatic fight-to-the-finish-for-world-democracy and all-American spirit of today?

Thus, I maintain, the American editor actually created the American army, and, as its creator, the editor is plainly greater than the farmer who feeds that army, the tailor who clothes that army, or the gunsmith or munition-maker who arms it.

And yet, after we have so easily shown the importance of the newspaper man in his peculiar position in society, especially during a crisis like the present terrible war, what do we find society doing for him—in what measure do we find society repaying the newspaper man for the invaluable service rendered?

Or, substituting the word "government" for "society," what do we find Uncle Sam doing for the loyal, faithful and patriotic newspaper men of America in these trying days when burdens rest heavily upon men of the vocations whose products are not among the commonly accepted necessities of life?

So far as I am able to discover, from no other industry or profession does this Government exact the product for Government or war uses, without fully expecting, as a matter of course, to return to them a fair compensation, which is only just and reasonable.

Uncle Sam, for instance, does not require of his millers each to turn over so many barrels of flour per day or per week for his soldiers, nor does he require of the shoemakers so many pairs of shoes, nor of the farmers their grain, nor of the tailors their clothing free gratis. For all of these necessities for the comfort and maintenance of his army and the prosecution of the war, Congress has provided ample means and Uncle Sam pays liberally.

And even the professional men are well taken care of, as I concede it is right they should be. Are the able lawyers who are called into the nation's aid in the prosecution and conviction of traitors, slackers and draft-evaders, rendering their services gratuitously? No, indeed, they are adequately paid in proportion to their

worth and fame. And the medical fraternity and even the ministry are not only remunerated fully for all professional service to Government, but they are so well thought of as to be exempted from conscription. But the newspaper man—though he is the last to ever want exemption—how about him, any way?

Surely no man who is fifty-per-cent honest, and equally intelligent, will deny that in these modern times advertising is one of the first and most important of essentials in promoting the success of any enterprise, including Government business and the prosecution of a winning war.

Nor will any reasonable man deny that in this great crisis which America is facing and has been so successfully prosecuting since April matter has been reduced to type and published, and thus, and thus only, has Uncle Sam been able to reach the American people with his war aims and desires and have them properly carried out.

Without this inestimable service of the patriotic newspaper men of America, Uncle Sam could not possibly have raised such a great army within less than eighteen months' time, nor could he have won the war, and yet for it all he has not paid the newspapers so much as a red penny. Quite to the contrary, beside other discriminative measures, including direct Government competition in envelope printing, Congress has laid additional burdens upon the country's press, in the shape of zone rates of

No. 1

6, 1917, down to the present date, nothing has been of more vital importance to American success than the advertising which the Government has secured through the columns of the newspapers of this country.

Every editor's mail, from greatest to least, has been flooded with mimeograph "copy" from all the many departments of Government—postal, Liberty Loan, War, War Savings Stamps, council of defense, publicity, etc., etc.—covering all the Government's propaganda of soldiers' mail, postage rates and changes, new laws, orders, bond sales, recruiting and conscription, stamp drives, farming and planting, price fixing, food and fuel conservation, etc., etc., etc., and, to the everlasting glory of the loyal and generous American press, columns and columns of this postage of an increasing sliding scale. I hold this to be a blot on the fair name of this great and glorious Government, that it seems to have millions to appropriate for every other necessity, but not one cent for newspaper advertising.

And now, what I want of every American editor who reads these columns, is not to withhold his patriotic service to his country, but keep up the grand, good work, and meanwhile begin an emphatic editorial protest against the outrage just cited. Such a complaint cannot be construed as a mark of "disgruntled patriotism," for it is merely and plainly a just demand for justice—equal rights among men of other industries who receive pay wherever their stocks in trade are required for Government use.

Nor can such a protest be taken as a thrust at the present administration, particularly, for the condition complained of has existed under all past administrations of whatever political hue. Get busy then, brothers, and see if we editors cannot make a noise that will make itself heard down at Washington, where they make the appropriations.

In Exhibit No. 1 we have a fine example of careful and intelligent advertisement composition, the term covering both writing and typesetting. This specimen is the work of A. E. Cable, writer, Geo. W. Brainard, assembler, and W. H. Hines, machine operator, all (with perhaps the exception of Mr. Cable) of the Minden (Neb.) Courier office. The original was of double-page size, or rather, of four-page size, for the two pages on the reverse of this sheet contained a similar advertisement for the same firm, hence its especial worthiness of commendation. Distribution of white space and sensible display are the crowning virtues of this fine piece of work.

* * *

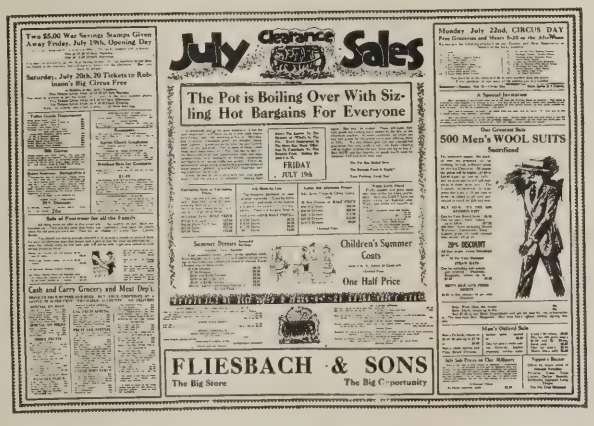
Some time ago, it may be recalled, I mentioned David Phillips' resignation of the editorialship of the Odebolt of the typographical art have been well obeyed. Exhibits 6, 7 and 8 are other Guernsey creations, the last of these being particularly correct and attractive.

It is, indeed, pleasing to note the perfection of mechanical makeup in evidence within the pages of the Tazewell County Reporter, of Washington, Ill., which claims to be "the official paper of the state of Illinois," and was founded May 12, 1840; but the appearance of those displayed advertisements, though few, on the first page, somewhat discounts the pleasure confessed. It would be hard to suggest an improvement in the Reporter's contents, unless it might be the recommendation of more "Editorial Comments" than that appearing under that head in this issue. The first page, made up of interesting headed stories, is excellent, and other pages, replete with local news and country letters, are equally as good. Office equipment is evidently quite modern, but I regret to say, there is considerable room for improvement in advertisement composition. I would advise a study of the trade journals, and especially of the better class of specimens shown therein.

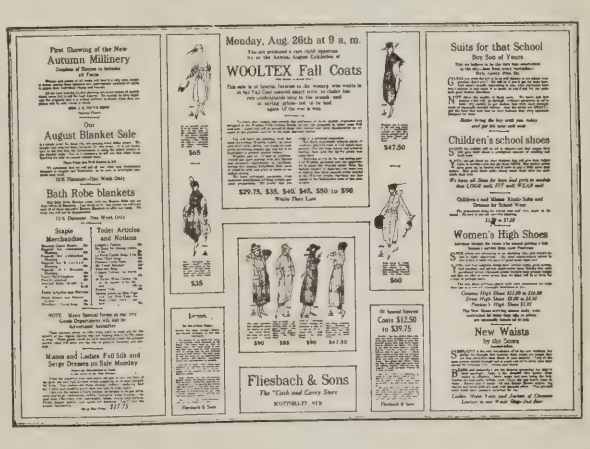
* * *

Few newspaper-makers, I am sorry to confess, go to the trouble and pains to have their front pages so neat and attractive as this one of the Anacortes (Wash.)

No. 2



No. 3


Autumn Millinery
August Blanket Sale
Bath Robe blankets
Monday, Aug. 26th at 9 a. m.
WOOLTEX Fall Coats
$29.75, $35, $40, $45, $50 to $90
Fliesbach & Sons
Suits for that School Boy Son of Yours
Children's school shoes
Women's High Shoes
New Waists

No. 4

(Iowa) News, to take charge of the DeWitt (Iowa) Observer, in which he had purchased a controlling interest; and at that time I expressed the hope that Brother Phillips would remember this department with a copy of the Observer when he got established in his new location. The Iowa editor must have noted my wish, for here is a copy of his new paper, the first page of which is shown as Exhibit 2. Note the wide-measure columns and the very pleasing makeup. The headings on this page (which will doubtless be readable, even in the reduced reproduction) show the excellent character of the stories which they introduce, and reading of this page reveals further how ably Brother Phillips is discharging his duties. He is maintaining, also, the same bright, inspirational, patriotic editorial department in the Observer that characterized his identification with the Odebolt News, and when he gets his present paper's mechanical makeup conforming more regularly with the "Hoyle" of this department, in all respects it will be a most admirable sheet.

* * *

Exhibits 3, 4 and 5 are excellent double-page advertisement specimens from George S. Guernsey, of the Scottsbluff (Neb.) Republican, in which all the canons

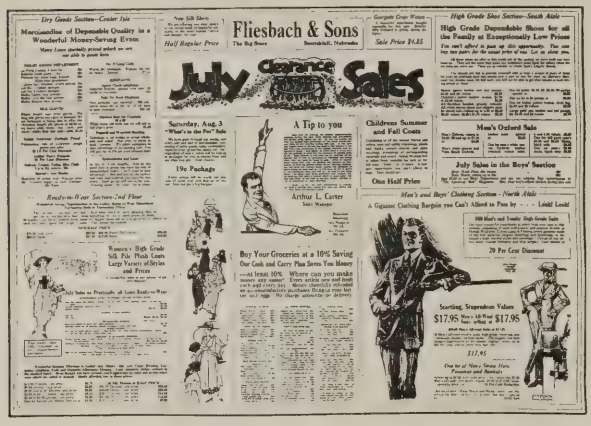
American. (Exhibit 9.) Note particularly the neat boxed "squibs" and the perfectly balanced head masses. It is refreshing to review such a sprightly specimen, the inner pages being largely as inviting and pleasing as this initial page, although the rather haphazard style of makeup is regrettable. Adoption of the "triangular" system of arrangement of advertisements, after which the last page in this copy is fashioned, is urged. I heartily compliment Editor Post upon the excellence of his paragraphs, and for the very good news-service offered through the American's columns.

* * *

The Elgin Echo, of Fayette County, Iowa, would be considerably improved by the elimination of the two displayed ads on the first page, and more attention toward making the local pages, particularly this first page, more attractive by the introduction of displayed headings of uniform styles. Suppose, for example, that this page was gotten up something more after the style of Exhibit 9, or that of Exhibit 10, wouldn't it appear more inviting to the average reader than in its present rather monotonous and dull aspect? Nevertheless, the Echo is really a good enough paper, so far as contents go, and it is very nicely and cleanly printed; but what it

needs is something—that something manifest in Exhibits 9, 10 and 11, for instance,—injected into it, to brighten it up a bit and render it more inviting and attractive. The "triangular" method of mechanical makeup, so often referred to and explained in these columns of the National Printer-Journalist, is another innovation the makers of this sheet would do well to adopt.

* * *

A fine, clean, interesting home weekly is the Mt. Vernon (Wash.) Argus, the first page of which is entitled

Fliesbach & Sons
July Clearance Sales
Saturday, Aug. 3
A Tip to you
Childrens Summer and Fall Coats
Men's Oxford Sale
July Sales in the Boys' Section
One Half Price
Arthur L. Carter
Buy Your Groceries at a 10% Saving
Our Cash and Carry Plan Saves You Money
Men's and Boys' Clothing Section - North Aisle
A Gigantic Clothing Bargain you Can't Afford to Pass by - - - Look!
20 Per Cent Discount
Sterling, September Values
$17.95
$17.95

No. 5

to reproduction herewith as a near-model of attractiveness. (Exhibit 11.) A delightful print, simplicity of typography, and an abundance of crisp, cultured news stories and items, are some of the strong features of this excellent specimen. The only flaw in this admirable newspaper is the unsystematic manner of advertisement arrangement in evidence within its pages, and I would

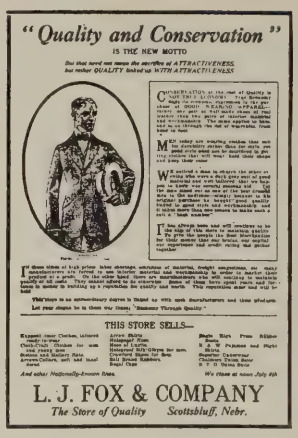
The First Line of Defense
A man's best first line of defense against torrid summer weather is a skeleton suit
Kuppenheimer Air-O-Weaves
under a high-power magnifying glass would look like a sieve. Air-O-Weave suits say "glad to meet you, come right in," to every breeze that comes along—sad to body heat, "this way out."
$12.50 $15 $18
L. J. FOX & CO.
Scottsbluff Kuppenheimer House
Everything that's New in Men's Wearing Apparel

No. 6

Dainty Summer Underwear
Charming Creations in Lingerie
FABRICS which delight, exquisitely fashioned, beautifully trimmed with fine laces and embroidery Many hand-embroidered effects.
Garments chosen from our splendid selections of Muslinwear will be welcome additions to the summer wardrobe of all women. These very moderate prices will be a further inducement to purchase here.
Corset Covers to $2
Night Gowns to $5
Brassieres
Brassieres are almost essential. So many of the new corset styles are such that a brassiere is necessary to be properly corseted. Our wide assortment provide many desirable models especially suited for summer wear. Colors flesh and white
Priced from 50c to $2.25
Diers Bros. & Co.
Phones 15 and 277

No. 7

earnestly advocate and urge the early inauguration of the "triangular" method of mechanical makeup, whereby all ads are placed on the right-hand side of the pages and arranged in a regular gradation, the larger spaces at the bottom and the smaller ones toward the top. Thus, the greatest possible number of ads are accorded a position next to reading matter and simultaneously the greatest possible number of column tops are reserved to the reader. All the editorial work on this sheet is of a high standard and throughout the Argus is an extremely pleasing production.



No. 8

CHAUTAUQUA SPECIAL WEEK JULY 9 TO 15 INCLUSIVE
ANACORTES AMERICAN
OFFICIAL PAPER OF SKAGIT COUNTY AND THE CITY OF ANACORTES
FIRE RAZES TWO HOMES
AMERICAN GOES TO PRESS DAY EARLIER
WAR CHEST ASSOCIATION ORGANIZES IN ANACORTES
AMERICAN OFFICIAL PAPER OF COUNTY
VAGRANTS TO BE PUNISHED
PASTOR WILL LEAVE SUNDAY
SANE FOURTH NOW ASSURED
CHAUTAUQUA PROGRAM BEGINS TUESDAY WITH VET. FIDDLERS
MAIL SERVICE IS BEST EVER
MILLS ARE TO BE KEPT BUSY
NOTIFY CITIZENS OF MASS MEETING
COUNCIL GIVES CAP SANTE BETTER FIRE PROTECTION
MARSHAL GETS RAISE AND WILL CELEBRATE FOURTH

No. 9

Macon, Mo., August 2, 1918.

Dear Sir:

On this mail we are sending you two copies of the Macon Republican, one of July 26th and the other of August 2nd. In the first is an advertisement of our own. The foreman, who took some little pains with it, thought you might be interested. It is a little experiment of ours to see if our own advertising will not help some during the dull months. The issue following is sent as it may indicate the advertising patronage over the week before.

We ran a small ad for ourselves just previous to the merchant's Dollar Day, and got 39 or 40 new subscribers as the result of it on that day.

Very truly yours,
EDGAR WHITE.

The foregoing welcome letter from Brother White, advertising manager of the Macon, Mo., Republican, tells its own interesting little story, and, at the same time, proves again the efficacy of a thing often advocated by this department, namely, that it pays even the seller of advertising space to advertise. In short, advertising is a

remedy that's good also for the physician who prescribes it, as Brother White has proved by his experiment. The very attractive advertisement alluded to, is shown herewith as Exhibit 12. There is character in this specimen, and I am not at all surprised that it brought results.

Having alluded so frequently during the course of this installment to the "triangular" system of mechanical makeup, I have, as a concluding thought, deemed it advisable to illustrate again what is meant by that expression, hence, in Exhibit 13 is presented a practical example of the method.

No. 10

THE Bi-COUNTY ARGUS

THE HOME PAPER OF DE SOTO, FERRYVILLE, VICTORY, GESOA, REDMOND, RETREAT AND WEST PRAIRIE.

VOLUME XXI, NUMBER 39 DE SOTO, VERNON AND CRAWFORD COUNTIES, WISCONSIN THURSDAY, OCTOBER 3, 1918 PRICE $1.50 THE YEAR

THINKS FRANCE IS BEHIND THE TIMES

Sgt. Albert Haugen, Former Rush Ridge Lad, Says So in Letter to His Home Folks

Following is a good letter written by Sgt. Albert Haugen of Rush Ridge, dated September, 217, Q. M. C., A. E. F., written to his parents, Mr. and Mrs. O. S Haugen of Ferryville route 2:

Somewhere in France, Sept. 1.

My dear folks: How are you all? I am here, safe and sound, and enjoying the best of health. Have you heard from John or Ulrich of late? I bet the addresses coming over. The book I kept addresses in I lost. Please send me John's and Ulrich's addresses when you write.

France is sure an old-time country, years and years behind the times. Everything seems old in us. I suppose it would be the same in these if they came to good old U. S. A.

How did your crops turn out this year? I imagine the tobacco is sky high. The soldiers out here tobacco much cheaper over here than in the states.

I saw by the Chicago Tribune this on Sept. 5th all men from 19 to 45 years must register. Uncle Sam will sure have an army big enough to lick the world.

Write me often, while I know will be often, but we know about how long it takes for my letters to reach you.

Don't worry about me, because I am in the best of health and enjoying life as much as possible, considering conditions. This one's going to last forever, and when it is over we will have a great reunion.

I was very eager to get on the boat and on land but I'll be glad to get back to hear from you. I suppose you have seen by the papers how the Huns are being driven back. I have not had any letters in two days and nights, so I am sure I have been "going some" myself to get them to write such a long letter as I will close for this time, with love to all, as ever, Your fighting son,

C. L. S.

Fourth Liberty Loan

The Fourth Liberty Loan Drive opened last Saturday. It is important that this loan be as largely oversubscribed as former loans and that this end be brought quickly, because a present oversubscription will do more than anything else could to hasten victory. Delay, in the other hand, or a falling off in subscriptions, might revive the warring hopes of the enemy.

The boys at the front are making their offer—the folks at home can afford to risk their money. The government can assure you that not an ounce of the money or energy of the Second Liberty dollar loaned has a guarantee—principal and interest—behind it, wrings with it a rate of interest higher than the average rate paid by the average banks of the country before the war. Liberty Bonds is the very surest form of investment.—Ex.

SAYS DEAD HUNS LAY EVERYWHERE

Victory Soldier Boy Tells Mother About the Big American Drive

By Eleanor Lorraine

Here is a letter of interest, written by his mother, Mrs. Nora Mullins, of Victory, by her son, Pvt. Cl. Spaulding of the American Expeditionary forces:

On active service with the A. E. F. August 7, 1918

Dear Mother:—Your most welcome letter received, and was very pleased to hear from you. I suppose you have seen by the papers how the Huns are being driven back. I have not had any letters in two days and nights, so I am sure I have been "going some" myself to get them to write such a long letter as I will close for this time, with love to all, as ever, Your fighting son,

C. L. S.

Uncle Sam Needs Workmen

Uncle Sam has asked the employment service to help at different points in this state in securing workmen. They are to be hired at brick boats at 75 to 80 cents per hour, common laborers at 65 to 67½ cents per hour; common laborers at 40 to 45 cents per hour, and it has been reported that the U. S. Employment Service try to secure this help immediately.

All applicants for positions must give full information by writing or calling at the office of the U. S. Employment Service, 203 S. 4th street, La Crosse.

Nursing Broken Finger

Geo. Sullivan, who has been working the past season for S. H. Wait, Rockwood, came to the village last Monday morning to have the doctor dress his finger. He got the little finger of his right hand, which he had broken when he was endeavoring to fix something about, an exhaust engine in motion. As a consequence, George will be laid up at his home here for a week or more.

Doctor Has Another Car

Having lately sold his new Ford car, Dr. E. J. Tiedemann now has in readiness at the same house, which he picked up in La Crosse one day last week—a handy little machine for quick work over our rough roads in all sorts of weather.

DECEASED WOMAN NATIVE OF RETREAT

Was Daughter of Mr. and Mrs. Warren Bates and Grew to Womanhood Here.

Mary Dine Bates, daughter of Warren and Irene Bates, was born at Retreat, Wis., Dec. 8, 1888, and died at Durand, Wis., Sept. 30, 1918, aged 29 years, 9 months, 14 days.

At the time of her birth she resided and grew to womanhood, but during childhood both parents passed away leaving the fourth of eight children, two girls and six boys.

In early childhood she became a member of the Sunday School of this church, and then her cheerful, joyous disposition, she became the friend of all who knew her.

She attended 3 years school, afterward teaching several years in the district.

June 12, 1907, she was married to William G. Bangle at Retreat, Reeseville, Wis., then Sussex, and later moved to Durand.

On Aug. 18th she was taken ill with typhoid fever and when not fully recovered was suddenly attacked with pneumonia, which caused her death.

She was a kind, affectionate sister, and a loving wife and mother.

She leaves to mourn her loss, husband, one child, Ruth, six sisters, all of whom were present at the funeral, one brother, besides other relatives and a host of friends.

The pallbearers were four in number, A voice we loved is stilled,
A place is vacant in our home
Which never can be filled.

CONSIDERS FRENCH VERY NICE PEOPLE

Sinsey Austin, Ferryville Infantryman, Writes Interestingly in Letter to Brother

This letter is from a former Ferryville boy, now Pvt Sidney Austin of the A. E. F., and was written to his brother, Anna, who resides toward it to the logan for safekeeping.

Somewhere in France, July 13.

Dear sister, I received five letters from you yesterday. None of them were over a month old. I didn't get the one that was registered, tho, expect I will get it soon.

I am well and getting along all right. I was tired after the trip, but am getting rested up now. We are sure staying to home, quartered with the French people. The people here are very nice and they treat us American fine—but we can't understand each other.

There is a big difference between this country and ours. The houses are built of stone, and the roofs are of tile, and the town is very old.

I have not received any of the packages you sent me. So don't send any more. I have had plenty of money so far, so don't worry about that. Do not send that testament that I sent home, as I have two others. Hope Hoss gave me one and the Red Cross gave me two. I like the Y. M. C. A. fine and when I have the time I spend it there.

There is nothing I need in the line of clothing, as we get good clothes in the army.

Write often and let me know if you get my letters, also send me the news out of the Argus and greet everybody for me. Well, this is all I can think of now. Will try and write you once a week. With regards, I remain, Your brother, Sidney.

Co. A, 309th Infantry, A. E. F.

Expects Soon to Go Over

W. L. Tiedeman of this village, is in receipt of a letter from his son, Corporal Ira Tiedeman, of Batt. B, 116th F. A., then at Camp Mills, L. I., N. Y., in which the soldier says he has been informed his overseas equipment and is daily expecting transportation. The best wishes of a host of friends here attend him.

Dr. Andrew Likes France

Mrs. G. F. Andrew of La Crosse, visited during the first of the week in the home of Mr. and Mrs. J. W. Andrew of this village. She has been frequently from her husband, the doctor, who, now Lieut. Andrew of the A. E. F., who reports health and spirits fine and France all O. K.

Change in Rail Service

A change of rail service went into effect along the division of the Burlington on Tuesday, characterized by exchange of mail with trains 34, by Dells route 7, within the past week received the official card announcing the safe arrival of their son, Sands Gilbert Watters, in France.

DER KLOWN BRINCE WRITES PA LETTER

De Moines, Ia., Boy in Training at Valparaiso, Ind., Composed the Following Letter

The following letter, first printed in the Oklahoma Register, is going the rounds of the press.

Somewhere in France, I is der vun. All der time.

Dear Pass: I am writing me der vun, so der lower and glorious soldiers under der command and my self. Ven I vas blow for so long dat dey started back dat vay, and of course I am going mit dem. Oh, papa, dere bot been some odder dings happened here in France. First, I started in my big offensive which was to crush de last Germans, but I dey know so little about me'Super tendon dat dey vill not be able to find me like I vant dem. I sent my spies to der fight in big covers, and dey got to be der Americans dey all sed 'boo' just as bad as dey could dem.

"Well, according to vat you have always told me, de Americans would have turned and run like blazes, but oh you you bet! Dem bad Americans don't know nothing about vat, and I—afraid of running de odder vay. Dey even right at us. Some of dem vas singing about I—a vos I, cause I—a till it's all oder, after dese," so some odder rousish song, and some of dem vas yelling like fools. Dey are so upsetting.

But dey are offel reckless unt dere ain't no fear in dem. Dey vas crazy. I vas so fun dat my vas sent took a notion dey vanted to go back to der vay, and Rhine I—a don't like de little, dirty Americans, anyhow. And, oh, papa, dere Americans are such offel laugheous. Dey all day talk blasphemous, too. Vat you tink dey said right in front of my face? Dey said dey vas going to make de place dey call home, be hell—Oh papa, I hate to tell you vat a de Americans said—but I vas obliged—he said, 'Fo-Gawd sake Lower I didn't tink any one could say such an offel ting.

And furdermore, dey Americans can't be as rich of a cheesheeness. It vould be to me if I couldn't read and hear such an offel ting as I turned around and vas mit de odder lower I as I right? Ha! And, oh, papa, you know dese poison pills we have to take—vas you send us some in yet on your leader? You know we are going to odder vay now and breast stokes are no good—de currents dey against are always shooting us right in der back. Some of our boys tink dey all have boat plates and put dem behind, but dis I had furdermore my playing The Star Spangled Banner' mit machine guns right on dem plates. Dat helps us! You remember in your speech, for to send nothing over us, but odder for to forget furdermore.

Oh, papa, I don't believe dese germans! Americans ever read your papers, for dey all vas sure dat dey vas a lot of rabbits. Vat you tink of dat? Won't you send me some of your speeches right away? Dey don't know how terrible vas we. I vas to move my army back to Belgium vere we vas all der time? My vons vill vip all de vimmen and children vat dem Belgians vas living on, and dese Americans are so rough and ignorant.

Vell, I vill make dem understand dat we are der greatest soldiers on earth, so dey vas to vipe up Belgium mit dem. Dey vas so lazy dey vas in bed all der old Rhine, and my army never even got a chance to fight. Dat vas a shame, alas! Let me know vat to do right away by return post office.

"Crown Prince Wille."

Card of Thanks

May the kind friends and neighbors accept our heart felt thanks for their kindness during the death of our son and brother, we also thank the Rev. Daniels, the singers and those who gave floral offerings.—Warren Smith and family.

—Bert Oliver, "chipper as a lark," is back from the hospital after his appendicitis operation, as is also Miss Bertha Shelton of Conley Valley.

THE Bi-COUNTY ARGUS, DE SOTO, WIS.

FERRYVILLE DEPARTMENT

Joseph Lacey made a business trip to Prairie du Chien, Thursday.

M. E. Pease of Lancaville, was a caller, Friday at the C. H. Lamoreux home, while on his return from the La Crosse fair.

Matt Pinnick, a Grant county man, is opening a cobbling shop in the little F. N. Smith building just south of the state bank.

A. T. Slade of Nash ridge, attended to business in the village, Friday, and incidentally placed a renewal of his Argus subscription.

It is understood that Jay Newton has resigned his position as storekeeper at the Ford garage and enlisted in his former branch, the Soldiers Grove.

Another letter from Pvt. Joseph Sherer of the A. E. F., to his parents here, contains a repetition of the good news that he is well and getting along nicely.

Andrew Mathews and daughter Miss Alma, came down home from La Crosse, Friday, and remained over Sunday visiting the young lady treated for tonsilitis.

A. E. Endreson was down town, Wednesday. He informs the editor that his son, Arthur, is among the American boys "over there," and is now in a good account of himself.

Mr. and Mrs. Lee Burkum of this place, united in the home of Mrs. Burkum's brother, Andrew Vavick in the upper Sugar creek community, for a real, hot Tuesday evening chicken dinner.

Rev. Fr. James Doyle of Sussex, has paid pastorates to this village a visit, last Thursday afternoon, stopping with Mr. and Mrs. J. F. Conway. The priest was accompanied by John Kane, a student from Prairie du Chien college.

John Madson of Spring Brook township, departed from this station, Friday, on a trip to Glasgow, Mont., to look after his ranch there, which his son, Jens Jeremiah operated, but who is obliged to abandon on his enlistment in the army. The latter is now fighting with the American forces in France.

The Ferryville Red Cross wish to acknowledges receipt at a meeting of said from Hyman Hess, Ferryville, promptly sawn-cord the ladies' square for bed, as named by Miss Johanna Hess and P. C. Hines and N. H. Reland are other patriotic farmers who have promised more wood are cold weather really sets in.

George Johnston of the Boer Hee Cafe, from Cass Wilde, the ninth man on a trip to Gays Mills, Friday last, the latter gentleman having left on the farmed from Chicago, whither he had accompanied a big stock of fine cattle, herds of cattle, three of which were allotted first prize at the state fair at this De Soto parish.

Among the agreeable acquaintances met in town, Friday, was Thos. Farlan of Pleasant Ridge, south Wauzeka township, who had come down to complete and mail his questionnaire. Although not a citizen of this country, Mr. Farlan "shows the stuff he is made of" by waiving all claims for deferred classification or exemption, and declares he's ready to go at the first call to defend the principles of the American government. The editor acknowledges a subscription from this patriot.

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Mrs. C. L. Dederick visited over Thursday night with Victory relatives.

Mark Bent and wife of Rush creek, delivered a fine bunch of chickens to the Lacey store, Friday.

Alf Kindahl is in receipt of the official card announcing the safe arrival of his brother Richard in France.

Mrs. Lee Burkum and daughter Miss Esther Burkum, motored over Sunday to Soldiers Grove.

Mrs. Ed Wilson and daughter Miss Ethel Wilson, motored over Sunday to Soldiers Grove.

Mrs. Christina Burkum of Brooklyn, Wis., is paying her parental home here a visit.

Village Clerk Jay St. Laurg was in La Crosse, one day last week, having his eyes treated.

Every farmer in this "neck o' the woods" should give Lacey's new ad in this Argus a careful reading.

Will Davenport, Jr., is back in this community after a stay of some time with his folks at Lisbon, N. D.

The writer found the Red Cross rollers in regular session last Friday, working on their late assignment of 1,000 sleeveless sweaters for the soldiers.

Mrs. Mary Laugh of Riverview farm, made a business visit to Prairie du Chien, one day last week, and while there repaid an agreeable call at the Red Cross rooms of the Crawford county chapter.

Wm Sharbon and Walter Peck of Lancaville, motored, Sunday, over to this village, Friday, being answer bound from the Red Cross, Mrs. Sharbon becomes a subscriber to the "little home paper."

The sad news came here this week from Camp Dodge, Iowa, of the death of Pvt. Thos. Hauger, at his home in Ferry neighborhood. The Haugers were formerly residents of this vicinity.

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A Year of Opportunity

Macon and Vicinity have it in their power to make this the greatest year of their experience The people are here, the business is here. Macon ought to be built up amazingly. By bringing to it the trade that is due, the town will grow and you will grow

There is just as much trade in summer as any other season if you will go after it When you quit advertising you quit doing business No one long remembers a store not represented in the newspapers.

The Macon Republican goes to every section of this county—your trade territory Use it to see if you can't make the "dull summer" a busy summer Other towns smaller than Macon advertise generously in summer—and get business—Shelbina, Clarence and Monroe City, for example If you go after the summer business you will get it If you don't somebody else will

The big city stores all advertise during the summer months and it pays It will pay you

THE MACON REPUBLICAN
IS YOUR NAME WRITTEN THERE?

No. 11

MOUNT VERNON ARGUS

VOL. XXVI MOUNT VERNON, SHAGIT COUNTY, WASHINGTON, FRIDAY, JULY 5, 1918

CITY SHORT ON PLEDGES

Eight Years Require Quota; Full—Five Towns Fail to Report and Two or Three Districts Short—Country Districts Do Better than Towns.

Reverend H. H. Shaney, chairman for the district in the war savings drive, Monday, that he fallen one much short of making its quota of $12,000, but the committee will continue their work the district had been given until Saturday to complete the pledges, and was confident by Friday night. The city is considerably short on the county districts, and the pledges are being turned in by the committees and will be checked up at the meeting Friday night July 12, and those who fail to comply will be waited upon and be given a chance to do their bit.

Captain of the county and Wednesday that the pledges reported from the county districts were four thousand dollars. The following towns are reported as having completed their quotas: Day, Viola, Big Lake, Belleville, Lyman, Big Lake, Blanchard, McMurray and Avon. The town still to be heard from were Sedro Woolley, Burlington, Edison and La Conner the quota of which is $30,000.

Kitty Was Popular With Mt. Vernon Folk

Two crowded houses greeted "The Kitty Kelly" company at the Rex Theatre on Thursday of last week, and netted $200 for the Soldiers' and Sailors' Club.

All the girls were exceptionally well talent.

After the performance a committee of the Soldiers' and Sailors' Club entertained the Kitty Kelly company with an informal reception and "feed" at the Methodist church. The members of the committee were Mrs. George Dunn, Mrs. J. E. Howard and Mrs. Sidney Watson.

Mrs. Dunn, the lady who personally raised the funds for the erection of the soldiers' and sailors' club house, Mount Vernon, Skagit county, Washington, Friday, July 5, 1918.

CARNIVAL COMING FOR WEEK OF FUN

Mount Vernon is to have a carnival for one week beginning July 15, and another favorable weather conditions prevail the indications today point. The Foley and Burk combined shows will be here for the week and will furnish the attractions that will insure five big performances each night, beginning Monday, July 15. Foley & Burk are showing at Ferndale this week and Monday, Tuesday and next week will be here for the week's carnival in Mount Vernon.

The Foley and Burk shows are unquestionably the cleanest and best of the organizations in one of the largest in the West.

A special feature is the mammoth free attraction program which will be given after dark every evening, and are presented and this is the only show in the road where this is a feature. Band concerts will be given by the Foley and Burk band, which is said to be one of the best musical organizations in the West.

Among the W Kiess, Retire-Woolley Kiess, Harrison Eden, Mount Joy, Clear Lake.

Mrs. Lee Lefebre, S. S. Smithwick, Lloyds, performances. No matter what you are about the parade, the entire program, which lasts from 7:30 to 11:30 o'clock, will be given. Besides the big free attractions, the wonderful conveniences of Venus, the big lighting plant of Mount Vernon, Venus and Lyman, Mr. Foley has promised that there will be no gambling on the midway during the carnival week, July 15. Foley & Burk are showing at Ferndale this week and Monday, Tuesday and next week will be here for the week's carnival in Mount Vernon.

Tents, the entire width of a business block, pole jumps and trench dugs in which the soldiers will drill under Sergeant Charles Chase—sight, you admit so, are to be features.

There are a dozen attractions, many of them new, and a longed other amusements.

A portion of the receipts of the carnival will go towards providing comforts for American soldiers in France.

Union High School Gets More Funds

Money was received the last week by C. H. Green, secretary of the board of the high school district for the operations of the local high school for the ensuing year, and the board has appropriated a vocational agriculture but the state has been authorized to provide the salary and equitable of the board. The vocational education and have secured the state and federal boards to establish such a course. Already the two high school districts has been received by Mr. Green, and the work will be started as soon as the superintendent of the school of the finest year.

Corporal Baldridge Marries Vernon Girl

Letters from France to Rodes-Washington people tell of the marriage recently of Corporal George Baldridge of Company F to a French girl. The marriage took place in the city of Nice, and the ceremony was performed by the mayor of the city. Corporal Baldridge is well known in Mount Vernon and his friends and acquaintances enjoyed wide popularity among his comrades. His marriage comes as one of the many that are taking place between American soldiers and French girls.

Bee Doubles Quota For War Stamps

A most successful pie social was held in Bee Jive Friday evening for the purpose of selling War Savings Stamps. Over fifteen hundred dollars worth of stamps were sold, one pie bought by O. E. Lemmon brought $50.

Mrs. C. D. Beagle, of Mount Vernon, was the organizer of the evening and Miss Enid Kruger and Mrs. B. J. Cassady were general assistant ushers.

The Bee pressed was supposed to have $2,500 for contributed for the sports, to be an event of Bee.

GIVE OUT LIST OF MEN WHO ENTRAIN JULY 22

The local draft board gave out Wednesday the list of registrants who are to entrain for Camp Lewis on July 22, the largest that is to be sent to Camp Lewis. This call is for 200 men, and practically absorbs class 1. J. D. Hutchinson, president of the board, and Commercial club, is preparing a reception for the boys, and all the people of the town and surrounding country are asked to come as usual and speak their minds to the boys who are to be the last to leave. Following are the men who have been called:

Ernest Wilson, Clear Lake; Ernest Bert L. Lee, R. 2, Mount Vernon, Clear Lake; Ralph S. Hoover, Big Lake; Emil Breitkreutz, R. 3, Mount Vernon; Clarence A. Hall, Mount Vernon; Walter F. Anderson, R. 1, Burlington; Robert Hall, Mount Vernon; Robert Hall, R. 3, Mount Vernon; Hattie M. Hensley, St. Jos. Arkansas; Ernest Lewis, Clear Lake; Clarence E. John C. Harland, R. 4, Mount Vernon; Emil A. Bohn, Mount Vernon; Thomas Edward Ryan, Lyman; Ralph Hall, Mount Vernon; Walter E. McDougall, Mount Vernon; Ella Hill Smith, Milltown; John Andrew Hovik, R. 1, Sedro Woolley.

Ernest Clarence Anderson, Arlington; Ernest Albert Peterson, Lyman; Carl Arthur Peterson, La Conner township; Kenneth H. Woolever, Bay City, Texas; Joseph A. Bardwell, Sedro Woolley; Ben Pelton, McMurray.

Arthur Hugh Johnson, R. 2, Anacortes; James Carter Ryan, Clear Lake; Ernest Edward Hall, Mount Vernon; Ernest Raymond Bacon, Mount Vernon; Carl Herman Johnson, R. 3, Mount Vernon.

Hyrtle McCauley, Anacortes; Ernest Lewis, Clear Lake; Clarence E. Kingsbury, Mount Vernon; Edwin Johnson, R. 3, Mount Vernon; Allen Van Wanden, Sedro Woolley; Clarence A. Franklin, Hammond, Pa.; Ernest Albert Hall, Mount Vernon; Carl Arthur Peterson, La Conner township; Joseph Ernest Hall, Mount Vernon; Walter Raby, Seattle.

Ernest W. Johnson, Anacortes; James Carter Ryan, Clear Lake; Ernest Edward Hall, Mount Vernon; Ernest Raymond Bacon, Mount Vernon; Carl Herman Johnson, R. 3, Mount Vernon.

Whitney Appointed Deputy Auditor

M. H. Whitney, of Burlington, one time supervised deputy auditor by Miss Ethel Hall, who has been appointed by Mr. Tuck to take the position of bookkeeper for the Anacortes Water company, effective July 1.—Mt. Vernon Argus.

Mr. Whitney gets a chance at both jumps for the longer & Washburn, Burlington.

WILL CONSIDER CHILD WELFARE

A meeting has been called by Elder Ray Evans at the Christian church, Mount Vernon, for all persons interested in child welfare work, to be held on Monday evening, July 8, at 8 o'clock. All are urged to be present. All persons interested in child welfare work are invited to attend. The meeting is for the purpose of organizing a child welfare and maternity campaign centered around the Mount Vernon Christian church. Every one interested in the welfare of children is urged to be present.

Charles Bridgham Receives Promotion

Word has been received from San Francisco, California, by Mrs. Mary Charles Bridgham that he has successfully passed his recent examination and will very high marks and has been recommended for first class private in the army.

Charles Bridgham is a member of the Mount Vernon unit of the coast artillery corps, and for many months has been stationed at Fort Worden, Port Townsend, Washington. He left Mount Vernon with the unit in May, 1917, and has been in the service since that time.

Mrs. Warner Head Of Service League For Skagit County

A meeting of the local branch of the National League for Women's Service was held Tuesday in the office of Lawyer Lillian Church. Mrs. Nora Warner was elected chairman of the local branch and Mrs. Lillian Church secretary and Mrs. John F. Miesmer, state organizer, was present at the meeting. The purpose of the meeting was to organize a local branch and organize the committees in the various districts in the county. Those present at the meeting were Mrs. Nora Warner, Mrs. Lillian Church, Mrs. John F. Miesmer, Mrs. Wilhelmina Fuller, Mrs. Mary Hall, Mrs. Mary Hall, Mrs. Mary Hall

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CHICAGO, ILLINOIS, NOVEMBER, 1918

There are many who fear that industrial and commercial America will be thrown into a confusion from which it will extricate itself with difficulty unless policies are at once adopted looking toward reconstruction..

Doubtless one of the most useful and influential agencies for outlining future commercial policies will be the War Emergency and Reconstruction Conference of War Service Committees to be held at Atlantic City December 4th, 5th and 6th, under the auspices of the Chamber of Commerce of the United States.

So long as the findings of the conference are compatible with well-founded governmental policies, results will accrue which will be most beneficial.

However, there has been noted a disposition on the part of certain interests to harass and annoy some of the departments of Government, such as the Federal Trade Commission, for instance, and if this attitude manifests itself in any decided way, the outcome of the Convention will not be all that it should.

Related groups will form themselves into ten major groups on the evening of December 5th to take up the question of raw materials, price control and subjects arising from related group meetings. After the general meetings of the committees of the related groups and of the major groups it is hoped there will be presented definite recommendations covering the reconstruction period, with the possibility of creating an executive committee empowered to gather data and to function with industries to meet the many problems that the nation's industries are called upon to solve.

The printing and publishing industry should be strongly represented at the conference by officers of various associations.

* * *

Prediction is made in many quarters that America will enjoy one of the most prosperous Christmas seasons that has ever been known in its history. The printer or publisher who fails to secure a portion of some of this business will have none to blame than himself.

Although there are many thousands of men in France and England or upon the high seas, there are multiplied thousands of artisans and other workers at home who are receiving higher wages than ever before. The casual observation of the patronage of commercial establishments in any city will convince any one "that every one seems to have money." In spite of investments in Liberty Bonds and in giving to United War Work and Red Cross activities, money was never so plentiful in this country among the laboring classes.

The local tradesman who complains of "hard times" will be found to have entirely overlooked the advantages derivable from advertising. Printed circulars, booklets, and advertisements in newspapers, are bringing returns to enterprising merchants undreamed of, and the need for those engaged in the printing and publishing industry who complain of the lessening of patronage is to carry this message wide and far to possible patrons.

* * *

In the bright lexicon of American printing and publishing history there has been little room for pessimism and ultra conservatism. The propaganda started early in the war for the people to abandon every amusement and every possible luxury, thus inviting a condition of repression and rigid retrenchment, would have plunged the country into gloom and chaos. It was met the rebuf that it deserved. In this land of opportunity and optimism, the determination was soon manifested that business men were not content to follow the war slogan "business as usual," but quickly assumed the attitude that an unusual program required unusual activity. It was the same spirit that animated the American soldiers in France, who when they were advised to retreat refused to do so, and flew at the enemy with an euthusiasm and courage which overcame and put to flight all opposition. It proved to be the turning point of the war and victory fast followed victory.

The hopeful opinion is hazarded that the same manifestation of good sense and genius for coöperation which has resulted in America's winning the war of freedom for the world and making it a safe habitation for democracies, will result in bringing to this country an era of prosperity which will require some other emblem than the "full dinner pail" to visualize.

HOW CAN THE PRINTER CREATE UNUSUAL BUSINESS?

By James M. Evans, Evans-Winter-Hebb, Detroit, Mich.

Paper Read before U. T. A. Convention, Cincinnati, Ohio.

Just glancing at the subject on which I am glad to have the opportunity to talk to you this morning, the answer would seem to be some sort of a formula or set of rules which could be applied by any printer to the conditions under which he is working. As a matter of fact, when I wrote Mr. Southworth that I would try to get together some material on "How the Printer Can Create Unusual Business," I did not realize that my interpretation of the subject was so far from a literal one. It was only when one of our boys asked me for the recipe so he could go out and rush in a few orders to boost his sales that I discovered how the subject would naturally be interpreted.

True, it would not be difficult to give some specific examples of how orders have been secured by creative methods—orders which the printer would never have seen if he had not worked out a plan and proved to the customer that it could be used to advantage in his business.

It seems to me, however, the creating of unusual business in our industry ought to be considered by all of us on a broad scale. In fact, most any kind of a scale (one as good as the engravers, for example) for the buyers of printing to use as a guide which would be a big start toward creating a lot of really unusual business.

Mentioning a scale, naturally brings up the price question. It isn't my intention to go into this at any great length, because price really has mighty little to do with creating unusual business. But in this connection I just want to tell you what an Advertising Manager, who is a big buyer of printing, said to me a few days ago. We were discussing the present situation in the advertising field, and finally got down to the position of his own company, which has been devoting most of its plant to the production of war material for quite a number of months. In spite of this fact—or because of it—this company has continued to advertise quite extensively. They have been liberal users of newspaper and magazine space and, strange as it may seem, have bought more Direct Mail Advertising in the past year than ever before. Naturally, I was interested to find out how he figured it. Of course, I know he was pursuing the proper course because he was spending money! This is what he told me: "You see we realize that we will be in a stronger position than most of our competitors if we keep our name and regular product before the public during the war. Some companies are doing this in a limited way in the magazines, but are using very little Direct Mail Advertising, and it probably seems strange to you that we are using so much. The reason is simply that we know we must GET TO THE PROSPECT if we want to keep him interested, because he has so much to read about and think about in connection with the war." (I call this a pretty good boost for the product we printers have to sell.) Continuing, this Advertising Manager said: "We find, too, that we can place our advertising to so much better advantage now than in normal times. We can get more concessions from publishers, because their space is not so much in demand, and we can buy our Direct Mail Advertising at really unusual prices."

I said to myself, "Well, here is some unusual business that did not have to be created!"

Mr. Buyer then asked me why we printers never seem to have any fixed price. I told him frankly that I didn't know, but again I said to myself, "Another one of those fellows WHO HAS BEEN EDUCATED BY US PRINTERS to look upon the printer as a man without a price!" And, for my part, I would just about as lief have him look upon me as a man without a country.

Printing is one of the few businesses in the world that is not run on a "pay-as-you-enter" basis. When we put it on that basis, it will not be necessary to do so much creating.

Let us take, for example, the printer whose product is largely so-called advertising literature. How much business does he create that he never sees? Every printer who has worked on this creative business knows.

Now, all this can be changed—changed by the printing organizations represented right here in this convention, if we will only get busy and do it.

How often have you worked out a definite plan for a prospective customer, to find later that it was not YOUR plan it all. You really put a lot of time and thought on it and presented it to the prospect in concrete and comprehensive form. He liked it. He said it sounded mighty good to him and he would certainly consider it. He did. The more he considered it, the better he liked it. He considered it so much that before long he considered it his own.

About this time, he decided to ask you for a price. You gave it to him. Again he said he would consider it. He did and naturally considered it high, so he outlined HIS plan to several other printers and asked them to show him what they could do with it. Result, more dummies. Finally the order was placed—with the lowest bidder! Where do you get off on your creative work then? Thank the Lord they aren't all like that, but there are still more than enough of them!

And why should the customer worry about it, even though he may have bought the most costly one of the whole lot submitted, if judged by results. Weren't you eager to submit this plan of yours, and weren't the other four or five printers just as eager to submit theirs? What would have happened if you said to this prospect before giving him the plan: "Please 'pay as you enter'." He probably would have said: "Nothing doing!" But if all the other printers had pointed to the "pay-as-you-enter" sign, it is a certainty there never would have been five or six plans and as many sets of dummies submitted.

Yes, I know that this is old stuff, but the sooner we realize that we are giving away the biggest thing we have to sell—our creative ability—the sooner the printing industry will be fifth as a business. As an industry, I believe it is rated fifth in size; as a business, about thirty-fifth.

All of us have undoubtedly thought about this, but no one has figured out a way to do it, and I doubt very much whether any one man can figure out a way. But it can be done if we will simply get together and do it.

The time is coming, and I think it is not so very far away, when the successful printer in self-defense will have to have a merchandising organization which will be strong enough to prove its real value to the adver-

tiser. As things are now, the printer simply has an opportunity to "bid on jobs."

All of us have a certain number of regular customers who know what we can do for them. Because of the fact that we do produce results they stick by us, in spite of the fact that their business on a price basis—the basis which is used frequently as an entering wedge.

In addition to this alluring price which is hung up before the customer continually, we have the specialists of various kinds who try to convince the customer that he can effect a big saving by using the services of the specialist. In this way, only one plan is necessary—that of the specialist—and then the customer can give the printers a chance to bid on the job.

If we will just forget this bidding on jobs and get busy creating clients, it will not be long before the buyers of printing will realize and appreciate the fact that we have something to sell besides so many pounds of paper and ink.

Is there any good reason why we should not sell our advertising at a fixed price, just the same as the publishers of the big newspapers and magazines sell their advertising through their representatives at a fixed price?

You never heard of an advertiser saying to the publishers of three or four newspapers in a city—"Here is a schedule, now you fellows get busy and bid on it, and the one who gives me the lowest bid gets the business." You never hear of an advertiser offering the Curtis Publishing Company $3,500.00 for a page in the Saturday Evening Post, just because they can buy a page in some other publication for that price.

The time is coming, gentlemen, when the printers of this country are going to take their proper position as advertising men. But in order to do it, they will have to organize individually and collectively on a merchandising basis. There are a lot of us today who do not know how to merchandise our own product, to say nothing about helping the other fellow to merchandise his.

I have discussed this subject a number of times with printers and advertising men. The general opinion seems to be that it would cost too much to organize in this manner. Of course, it will cost, but we are going to have to put up an argument just like the farmer who was told by one of his customers that his prices were getting exorbitant. He said, "Well, Mum, you see it is this way, when a chap 'as to know the bontanical name of wat he grows, an' the zoological name of the hinsect wat eats it, an' the chemical name of wat kills the hinsect, some one's got to pay the bill."

That is just exactly where I claim we are, except that we are the "some ones" who are paying the bill. We are supposed to have a thorough knowledge of merchandising, just as the advertising agent is supposed to have. He gets paid by the man whose product he sells or by his client—sometimes by both!

If it were possible for one individual organization to work out a plan of this kind, and if I knew how to do it, I would be at the job right now. I know it is not possible, but if we would get together, I say again, it can be done.

One of the things we would have to do would be to make it an iron-clad rule that no member of this organization furnish either plans or dummies without remuneration. I understand there is one printer who does this now, and maybe there are others, but we all ought to do it. The ones who are going to be successful will have to do it.

Some of you probably saw the advertisement of the Hammermill Paper Company in the Saturday Evening Post of September 14th, in which they say: "You'd startle your tailor if when you wanted a suit of clothes, you asked him to submit a bid in competition with a dozen other tailors." Of course, you would startle him. He doesn't have to sell his product on that basis because his customers have not been educated that way. Do we have to admit that we are not as good business men as the tailors of this country?

In considering the merchandising side of our own business, there is another thing we will have to do, and that is to learn to advertise our own business. A lot of us have undoubtedly given our customers good advertising ideas, and in many cases have been paid for them, but do you realize that mighty few of us know how to advertise our own business. We don't even use good Direct Mail Advertising—our own product. If we did, this advertising itself would create a lot of unusual business. We don't use other forms of advertising which can be made to produce unusual business.

How many of us believe that the right kind of newspaper advertising will pay. I know that I didn't believe it until we tried it out long enough to prove that it does pay. And right along this line, we can take a good lesson from one of the largest publishers in the world who actually uses Direct Mail Advertising as one of the important factors in selling the space in his publications.

Right now we ought to be preaching advertising—every one of us. The only reason a lot of manufacturers are not advertising today is because we have not preached the necessity of it as we should. They have had a lot of other things on their minds, and in many cases have practically forgotten advertising of all sorts. If there ever was a time when Direct Mail Advertising ought to be used by many of our manufacturers who have been devoting their energies to war work, now is the time; and it is up to us to do it because they have their hands full. Here is a real chance for us to create some unusual business!

Of course we must do everything we can to help win the war. That needn't interfere, however, with helping to put our manufacturers on a basis which will enable them to lick foreign competition in the big commercial war which is bound to be waged, not only in this country but in every other country, just as soon as we have licked the Kaiser.

MITCHELL A DIRECTOR

Charles L. Mitchell, secretary and sales manager of Crane & Company, Topeka, has been named a director of the Prudential Trust Company. This appointment completes the directorate of one of the largest financial institutions in the west. Vacancies on the board were caused by the deaths in the last year of three of Topeka's most prominent men. Mitchell is one of the most successful young business men in the city. He is identified with all activities of a war-work and civic nature.

BUYS ANOTHER PAPER

Mr. A. Q. Miller of Belleville, Kansas, has added another publication to a string of six under his ownership. It is "The Cuba Daylight." Mr. Shannon, the former owner of the "Daylight," will move his family to Colorado, where he has purchased a newspaper. The "Daylight" was established thirty-five years ago. This makes the sixth Republic County newspaper which Mr. Miller has bought within the last year, making a total of seven newspapers published from the Telescope office at Belleville.

REPORT OF THE SECRETARY OF THE UNITED TYPOTHETAE OF AMERICA

(By Joseph A. Borden of Chicago)

(Presented to the Convention at Cincinnati, Ohio, September 23, 1918)

SINCE the assembling of the Thirty-first Annual Convention one year ago, the activities and service at the National headquarters have continued to grow and expand, due largely to the increase in membership, which is now the largest in the history of the National organization.

Coöperation in War Activities

The uncertainty of war measures and their effect on the printing industry have required unusual vigilance and effort.

While it is fully recognized that the United Typothetae of America stands foremost in its loyalty to the Government, and its members are solidly with the country in every measure which will aid in winning the war, as evidenced by their participation in the Liberty Loan drives, Red Cross work, and all other war efforts, it has become necessary to learn from the Government its wishes as to the manner in which the printing industry can best do its full share and to keep the membership fully advised of these wishes.

All matters relating to the war are under the direct charge of the Typothetae War Service Committee, of which Mr. Albert W. Finlay of Boston is chairman, and the National headquarters becomes the direct channel through which all subjects passed upon by the Committee are conveyed to the membership.

Foreign Printing Trade Associations

During the year the National headquarters have been visited by a number of gentlemen representing the printing industry in foreign countries.

Mr. Shadi Ram, a native Hindu, Treasurer of Messrs. Lal Chand & Sons, Government of India and General Printers, of Calcutta, accompanied by his English partner and manager, Mr. D. M. Cole, were seeking information regarding American methods in the printing trade, and were also interested in the methods of organization that they might establish associations among the printers of India.

A visit was also had from Mr. Alfredo Gilardoni, Presidente of the National Association of printers in the Argentine Republic, accompanied by Prof. Louis Alberto, interpreter of foreign languages connected with the Commercial Directory of the United States. These gentlemen were supplied with all available data and information regarding organization methods, it being the expectation and desire of Presidente Gilardoni to establish an International Association of Printers embracing several of the South American countries.

Information has also been asked by and furnished to the Government printer at Hobart, Tasmania, regarding the Standard Cost Finding System and other activities of the United Typothetae of America.

Cost System information and other data have been supplied to the printers of Suva, Fiji Islands.

Several copies of the Standard Price List, Cost System forms and other data have been sent to the printers of Aukland, New Zealand, Sidney and Brisbane, Australia, as well as to printers in the Republic of Mexico.

Status of Membership

A comparative report of the membership during the past year shows the following results:

Total membership September 1, 1917 . . .	1,668
New memberships to August 31, 1918 . . .	733
Total	2,401
Members dropped since September 1, 1917 . .	274
Membership August 31, 1918	2,127

The gain in new members has been brought about as follows:

Through the efforts of field organizers . .	324
Through membership campaigns by the local divisions	328
Through correspondence by the National headquarters	81
Total	733

Service Bureau

With the large increase in membership since the last Convention, the activities of the Service Bureau have correspondingly multiplied. A greater portion of the work of this Bureau deals with direct problems referred to it by members for solution.

Since the inauguration of the Service Bureau several years ago, much valuable data and information have been compiled to meet the requirements of each individual member as the occasion arises.

Evidence of the Service Bureau's usefulness and the successful manner in which it has met the problems presented to it are indicated by many letters of gratitude received from members, expressing themselves as being impressed with the value of the United Typothetae of America; that the service is of far greater value than the amount of dues involved; that the service is of untold value to the printers of the country, and makes membership in the Organization well worth while.

Distinct divisions of the Service Bureau handle the various business and industrial problems of the printing field, and through the information given and the decisions rendered the Bureau becomes a veritable clearing house of ideas and information gathered through extensive research work.

It is gratifying to note that during the past year the membership has taken fuller advantage of the Estimating Department than ever before, and this is indicated by the increased number of estimates furnished. The members have come to recognize and appreciate the fact that with statistics of production and accurate cost data on file, the Estimating Department is in a position to furnish reliable and authoritative estimates that will pass muster with the customer and even in the courts, as has been the case in many instances.

The Employment Department, despite the unsettled condition in the labor field due to the shortage in industrial man-power, has rendered much valuable assistance in judiciously placing employes in various positions throughout the country. From data secured by this Department it is apparent that through the war activities

the printing industry has lost approximately 20 per cent of its employes.

The Typothetae Bulletin, since devoting its pages entirely to organization activities, has proved to be a most valuable medium of disseminating information of importance. Individual members have learned that the careful reading each month of the official publication of the organization proves of much practical value in the conduct of their business which can be measured in real dollars.

The membership is most sincerely urged to make a greater use of the service of this Department.

Decalcomania Window Signs

To further add to the upward trend of the printing industry, both in dignity and respectability, in comparison with other lines of businesses and professions, including that of the bankers, who have proudly displayed on their money cages elaborate signs announcing their membership in National and State bankers' associations, decalcomania window signs have been furnished to those members of the organization desiring them.

These signs announce membership in the United Typothetae of America. They are a reproduction of the Typothetae emblem, are attractive in design, and are attached permanently to windows or glass doors. They set forth to the world a certain pride in being identified with an Organization which ranks far above many other associations of business interests.

Standard Price List

Visits to many sections of the country make it clear that the membership considers the Standard Price List one of the most valuable services rendered by the National organization. It is realized that while the Standard List has done much to bring a general standardization in selling the printing product, nevertheless it has not reached, by any means, the maximum of usefulness which can be made of it. The list is lacking in many schedules which would prove of value to the industry, and this has seemed to make it necessary for local groups of printers to supplement the List by devising schedules of their own covering classes of work not yet included by the National Organization.

This matter of supplemental lists has grown to the extent that there is scarcely a locality in the country that does not have its individual Price List. Such lists are, in many instances, based upon guesswork and are, therefore, not dependable as an authoritative guide to the printer nor a reasonable safeguard to the consumer.

Practically the entire membership is making an insistent demand that the National organization take such steps as will make the Standard Price List complete, in all details by the addition of lists covering the various classes of printing which can be definitely listed. It is felt by them that so long as the Standard Price List is based entirely upon cost records as disclosed by the Composite Statement of the cost of production, it should be so complete that it would obviate the necessity of supplemental local lists and have an authority which would appeal alike to the printer and his customer.

While it is realized that the National Organization cannot, and would not under any circumstances, attempt to bind the members in the matter of prices, and the membership fully so understands, nevertheless the demand is made that such a list, complete in all details, be furnished as a guide to the selling department of their business.

It would seem that the time has now arrived when a Statistical Department could well be established at the National headquarters in charge of a Statistician qualified to make the Standard Price List all that could be desired by the membership, as well as to handle all other subjects of a Statistical character. Among the duties which could well be under the charge of such department would be:

1. Compilation and revision of the Standard Price List.
2. Compilation of the National Composite Statement of cost of production.
3. Compilation of Composite Statement of cost for local divisions where so desired, for comparison with the National statement.
4. Compilation of data regarding labor and employment conditions.
5. Making census and survey of profits and financial results of Standard Cost Finding System users.
6. The compilation and dissemination of emergency data which necessarily must be secured from and transmitted to the membership at frequent intervals.

Cost System Extension

It is as true today as ever that the basis of all advancement which it is hoped may come to the industry must continue to rest upon the very important foundation of Cost Finding.

The ultimate proof of a Cost System is the annual Statement of the Cost of Production (9H). Several hundred of such reports furnished by members from the annual Composite Statement.

The Composite Statement of the Cost of Production for the year 1917 comprises a less number of annual reports from the members than were furnished the previous year by approximately 15 per cent, this being due to scarcity of clerical help. Notwithstanding this reduction in the number of reports, the volume of business shown is only 11 per cent less than the previous year.

Several analyses have been made of conditions disclosed by the last Composite Statement, among which is a classification of offices making reports and conforming to volume shown in such individual case. In other words, it is found that the smaller plants showing less than $10,000 represent 11 per cent of the report, those showing less than $25,000 represent 33 per cent and those showing less than $50,000 represent 26 per cent. The small and medium-sized plants therefore comprise more than 70 per cent of the total report, while the plants representing above $50,000 in volume represent less than 30 per cent. This interesting disclosure proves that the Standard Cost Finding System is not merely for big shops, but that its simplicity and usefulness are equally adaptable for use in the small plant.

Another interesting disclosure utterly destroy the contention of the printer doing a small business, that owing to his low rent, the small number of employes, and that he does part of his own work necessarily gives him a cost lower than the large plant having higher rent, more employes, salesman and other expensive burdens. In the group showing less than $10,000, the costs are considerably higher than in any other group, while there is a slightly improved tendency in this regard in each of the groups up to $50,000. At this point, and as the volume grows larger, the costs are found to assume a normal average.

The Composite Statements thus far issued have proven of such value to the industry that a number of communities have expressed a desire for the compilation of their local reports to compare with the National statement, and these have been furnished by the National headquarters.

These local reports have destroyed another illusion: That in sections having lower wages than most communities they had a lower cost and on this assumption could undersell their competitors. It has been found that notwithstanding the variation in wages, the other items of cost have been so evenly balanced there is little variation in total cost whether east, west, north or south.

Those printers who still hold to the vagary that because they could sell their product five years ago with some profit based upon guesswork and that they can continue to sell on the same basis, and at the same prices as formerly, are in a hopeless predicament in view of the rapidly advancing costs. A tabulated comparative report of costs covering the period beginning with the year 1913 and ending with June 30th of the present year, show that the average cost of departments has increased

various printing centers in connection with their organization work.

This survey, of course, is of the business done during the last fiscal year by members of the United Typothetae of America who keep up their Standard Cost Finding System and send in their annual summary of 9H statements.

It shows sales aggregating nearly nineteen million dollars ($19,000,000) produced by a mechanical payroll of approximately four and a half millions ($4,500,000), a department of expense of nearly two and a half millions ($2,500,000), overhead expense of nearly three and a half millions ($3,500,000), and material used for over six and three-quarter millions ($6,750,000), or a total cost of practically seventeen and one-quarter million dollars ($17,250,000.)

TABLE OF DEPARTMENT HOUR COSTS
Compiled from Composite Statements

Departments	1913	1914	1915	1916	†1917	‡1918 1st 6 Mo.
Composing Room Hand Work	$1.38[7]	$1.46[9]	$1.53[2]	$1.48[7]	$1.66[3]	$1.78
Line casting machine	1.79[7]	1.87[9]	1.95[7]	1.93[6]	1.92[1]	2.18
Type keyboard	.94[5]	1.05[5]	1.12[1]	1.33[6]	1.43[4]	1.47
Type casters	1.36[7]	1.43[8]	1.47[7]	1.48[4]	1.69	2.31
Job press, 10x15 and smaller	....	....	....	.84[1]	.91[4]	.97
Job press, larger than 10x15	.78[6]	.85[6]	.88[3]	1.03[7]	1.03[9]	1.18
Job press, mechanical fed	....	....	....	1.02[4]	1.01[1]	....
Automatic job press	1.88[3]	1.52[4]	1.41	1.18[8]	1.46[8]	....
Pony cylinder, smaller than 25x38	1.24[7]	1.37[5]	1.45[2]	1.64[3]	1.61[3]	1.95
Medium cylinder, 25x38 to 38x50	....	....	....	2.02[6]	2.18[4]	2.20
Cylinder, larger than 50 in	....	....	2.19	2.34[6]	2.37[8]	2.41
Cylinder, mechanical fed, 50-inch or smaller	1.80[2]	2.07[1]	....	2.14[5]	1.94[9]	..
Cylinder, mechanical fed, larger than 50-inch	....	....	....	2.06	2.41[1]	....
Cylinder, 2 color	....	....	2.51[4]	2.52	2.90[9]	....
Webb rotary press	....	....	3.22[3]	5.51	6.33[7]	....
Rotary, sheet fed	....	....	....	3.06[5]	3.72[5]	....
Cutting machine	...	1.13[5]	1.19[7]	1.10[9]	1.21[8]	1.38
Machine folder, hand fed	....	....	....	1.32[9]	1.46[8]	1.81
Machine folder, mechanical fed	1.17	1.17[9]	1.41[1]	1.67[7]	1.56	....
Ruling machine	1.06[4]	1.14[7]	1.25[3]	1.15[1]	1.16[7]	1.30
Bindery A, Misc. Men's machines	1.07[1]	1.11[6]	1.12[8]	1.94[2]	2.03[3]	....
Bindery B, forwarding and finishing	.85[7]	.85[7]	.92[4]	.85[8]	.91[2]	1.09
Bindery C, Girls, machines	.63[1]	.65[3]	.66[7]	.70[2]	.78[4]	.86
Bindery D, Girls, hand	.35[3]	.37[6]	.41[5]	.41[4]	.45[7]	.50

NOTE—In the years where the machines are spanned by braces, the hour costs were not kept on the machines as at present classified, but in groups as indicated by braces.

† These are the hour costs as shown on the 1917 Composite Statement of Department Costs which was sent to the membership the forepart of September.

‡ Compiled from Special Monthly Reports made by members to the National Office of the United Typothetae of America.

37 per cent. A comparison made from records also shows that average costs have advanced 13 per cent in the six months' period from January 1st of the present year.

Survey of Sales and Costs

A new feature of service, closely related to the Composite Statement, is presented this year in the form of a survey of sales and costs, the data for which was collected at the same time as the annual cost reports furnished by the members.

Not every member submitting a report furnished data for this survey, but members whose annual payrolls amount to 50 per cent of the payroll represented in the Composite Statement furnished the detailed information from which the National office has been able to prepare a survey exactly similar to those made by the fieldmen in

This survey shows, therefore, an aggregate composite profit of one and three-quarter million dollars ($1,750,000), or 9 per cent on the aggregate composite sales, a profit which speaks volumes for the Standard Cost Finding System as a fundamental means of making the printing business prosperous and one of the best arguments why it should be employed in every printing plant in the country.

Nor does this profit of 9 per cent show the full degree to which the printer may attain in profits, for one very considerable group, doing several millions of business, made a net profit of 14 per cent.

This fact is made more pronounced in comparison when it is remembered that the majority of surveys of conditions in printing centers where the Standard Cost Finding System is not employed to any extent, have invariably shown the printers to have sustained great actual losses and even far greater lost profits.

(Concluded in December number)

THE PRINTING TEACHERS CO-OPERATIVE BUREAU

The Printing Teachers Coöperative Bureau is sending out a series of articles dealing with methods of teaching printing. These will be issued in ten installments and will be mailed to registered members during the school year.

The first bulletin contains the details of a method for teaching typesetting which marks a decided advance over the method of instruction now followed in the average school print shop. The system originated with Harry W. Osgood, printing instructor at Public School, No. 24, Jersey City, N. J. The new course has created much favorable comment and is now being tested by printing instructors in the New York City schools.

The Osgood system will reduce individual instruction to a minimum. In other words the Bureau seeks to cut nearly in half the time required to learn the fundamental operations of printing.

Arrangements are being made with other instructors for material covering the following subjects:

Courses of Study—Instruction Papers; A New Spacing Chart; Outline of a Course in Platen Presswork; Printing Exercises; Class Talks; Use of the Stereopticon in Teaching Printing; Material for the School Print Shop Museum; Linoleum Block Printing; The School Magazine.

Suggestions for the Correlation of Printing with Academic Subjects; Organization of Printing Class for Shop Work; Business Administration; Health and Safety in the School Print Shop; Examination Questions; Minimum Requirements and Standards of Accomplishments for Graduates.

The Coöperative Bureau will endeavor to give counsel and advice to newly appointed instructors. Printers who wish to qualify for school work should register at once. Specimens of school printing may be sent in and expert typographers will write confidential criticisms.

VOICE OF SWEET SINGER STILLED IN DEATH

The thousands who heard D. M. Jones sing at the various gatherings of the National Editorial Association at Little Rock, Hot Springs and other points throughout Arkansas, at the time of the National Editorial Association gathering, last June will be grived to learn that he is no more.

Mr. Jones, whose home was at Mankato, Minn., accompanied President Hotaling to the Convention and as all will remember was taken ill on trip throughout the State. Immediately upon his return home he visited the world-wide known hospital of the Mayos at Rochester, but they promised no aid. He then returned to his home and a few weeks later entered Imanuel Hospital in his home city, where after weeks of suffering, he passed away on Wednesday morning,, October 2nd.

D. M. Jones was known far and wide as the "Harry Lauder of Minnesota." He was a Welshman by birth, born at Llanfyllin, North Wales, February 14th, 1877. His father was a groceryman, in which establishment Mr. Jones spent his boyhood days.

Mr. Jones loved music and was ever willing to help every patriotic cause and during the period since our country entered the war gave liberally of his time to assist at Red Cross and other loyalty gatherings. Possessed of a beautiful voice, he was in constant demand and never said no when there was a possibility of his going. He loved America and was willing to do anything he could to help in popularize liberty loan and other loyalty gatherings. He organized and conducted for several years the Mankato Orpheus Club, a musical organization that had more than a local reputation.

The deceased was a member of the United Commercial Travelers, the Knights of Pythias, Masons and Eastern Star and of the Welsh church. He was so pleased with his outing with the National Editors this year that he planned to accompany the Minnesota delegation to the Northwest convention next year, but the Supreme Ruler hs ordered otherwise. His beautiful voice is stilled, but he will be remembered for the good he has accomplished.

HARRY H. LATHAM PASSES AWAY

Harry H. Latham, president of the Latham Machinery Company, and one of the best known figures in local and national printing circles, passed away at his home in Chicago on the evening of October 9, death being caused by an attack of influenza.

Mr. Latham was born in Sandwich, Illinois, September 19, 1859. After graduating from Northwestern University, he followed his profession of civil engineer for a few years, being one of the pioneers who helped in the extension of the railroads in the Far West.

Mr. Latham became interested in labor-saving appliances and machinery for the bookbinder and printer in 1886. In 1894 the Latham Machinery Company was organized, with Mr. Latham as president. As head of this company Mr. Latham spent the remainder of his life,

HARRY H. LATHAM, Deceased

always endeavoring to improve conditions for the bookbinders' trade through the manufacture of such time and labor-saving devices and machines as would give greater profit for their labors. He also gave much attention to the development of stitching-machines for fiber and corrugated box industries.

In social life Mr. Latham was a member of the Chicago Athletic Association, of which he was president during the year 1916, the Iroquois Club, of which he was president at the time of his death, the South Shore Country Club and the Edgewater Golf Club.

Mr. Latham leaves a wife, two sons, Harry O. and Paul H., and an adopted daughter.

N. E. A. PRESIDENT A CONGRESSMAN

Mr. Guy U. Hardy, President of the National Editorial Association was elected to the national house of Congress on November 5th, winning over an experienced campaigner by a splendid majority.

Mr. Hardy is publisher of the Daily Record, Canon City, Colo., and as a newspaper publisher believes in newspaper advertising. Those who know, attribute Mr. Hardy's success to his judicious use of newspaper space. He is said to have carried an advertisement in every newspaper published in his Congressional District.

Mr. Hardy for many years has been a most active leader in the Colorado Editorial Association as well as the National Editorial Association and has always been a friend and adviser of newspaper men everywhere.

Guy U. Hardy was the unanimous choice of the Republican Congressional assembly for the nomination of Congressman from his district. He was not a candidate for the honor and was not at the assembly. He was simply drafted into service.

Mr .Hardy has lived in Canon City since 1894. He came at the age of twenty direct from college at Lexington, Ky. He went to work almost at once for the Canon City Weekly Record. The next year he bought the paper, years later started the daily and has made of it a notable success among small city papers of the country.

Mr. Hardy's standing at home and his ability as an organizer and leader in the community might be indicated by the fact that he is at present president of the chamber of commerce, president of the University Club, president of the Fremont Building and Loan Association, director in the Red Cross Chapter, director in the Y. M. C. A., a member of the State Y. M. C. A. Executive Committe and president of its last State Convention. Since the war began he has devoted most of his time to patriotic efforts and war-time endeavors. He has been food administrator and an active leader and liberal contributor in all wartime money-raising campaigns.

LANSTON COMPANY RE-EDUCATING RETURNED SOLDIERS

In conformity to the highest ideals of altruism and patriotism the Lanston Monotype Machine Company, Philadelphia, has been actively coöperating with the United States and Canadian Governments in re-educating returned soldiers.

The exemplary action of the enterprising firm has been followed by others with commendable earnestness and enthusiasm in an effort to emulate their splendid example:

The Monotype schools are open to returned printer soldiers without charge, and the instruction is such that they quickly become competent operators and are able again to take their places in the trade because of the steadily increasing demand for Monotype operators.

An artistic and highly interesting testimonial souvenir descriptive of this work was recently issued in connection with the school exhibit at the Canadian National exhibition, held at Toronto, Ontario, August 26th to September 7th. The citation of examples is often helpful in furnishing illuminating information concerning the practical working out of plans. Accordingly three instances of the Lanston Company's educational work in Canada are presented as follows:

Private Ed. J. Stephenson—No. 679924, O. M., F. C., has seen service with the 169th Battalion and the 2nd Canadian Pioneers, enlisting in the former on January 11, 1916. At the end of October he reached England and was in France just one month afterwards in the Pioneers. There he saw continuous service, including the more notable battles of Vimy Ridge and Passchendale, until wounded at the latter place on October 25, 1917. After seven weeks in the hospital, he was moved to England. At Liverpool the following May, empyema set in, necessitating another operation, but within a week he had embarked for Canada. Pte. Stephenson, who at one time was a general organizer in Western Canada for the American Federation of Labor, believes that Monotype tuition should play a large part in the rehabilitation of printers disabled in war service, who will be unable to work on the floor as they did before enlisting. It is his opinion that in this way the printing trade will be able to absorbe all members of the craft who are returned as casualties, no matter what their disabilities may be, which will be a satisfactory solution from a national standpoint.

Private P. E. MacIntyre, who is now operating a Monotype in Saults & Pollard, Ltd., Winnipeg, is a returned "Princess Pat" man, having joined the Winnipeg Grenadiers in 1914 and later was transferred to the "Princess Pats" in December of that year, being one of the first reinforcements to this famous regiment. He fought at St. Eloi and Ypres, being wounded in the shoulder with an explosive bullet, which left a nasty wound eight inches in length.

Sergeant Jack Ball joined the 59th Glengarry Highlanders at Alexandria, Ontario, as signaller, and later joined the 38th Battalion with which he went overseas and later fought at Ypres and Ancre where he was wounded by machine gun fire.

Private Michael Waxman has seen service in France, the Dardanelles, Salonika and Egypt. He was wounded in the neck at Ypres by flying shrapnel and after recovering volunteered for service in the Dardanelles, where he contracted malaria which laid him up for months. Upon his arrival in England he was welcomed by a German air raid, but came through without injury. Later returning to Canada he took up the Monotype course and is now in the employ of the Herald Press, Montreal.

From the inception of the Canadian Soldiers' Aid Commission, the Monotype Company has coöperated with the Commission by offering free tuition in school to all returned printer-soldiers who are desirous of returning to civil life in the capacity of Monotype operators, either Keyboard or Casters, and at the same time earn a good wage and an interesting and educational trade.

The Monotype Company, with the aid of its equipment and schools has made it possible to accomplish this in the composing-room by increasing production and making the whole force more efficient. The Monotype Schools in Canada and the United States have been and are now an important factor in solving the operative problem of Monotype plants in these times of labor shortage that affects every branch of the printing industry.

The National Printer-Journalist is informed that a considerable number of returned men have completed their courses on the Monotype and are now located in different parts of the country where they are all "making good." Any one who is acquainted with one of the returned printers who has helped in the great fight for liberty and who is now home will confer a favor upon the hero as well as the printing and publishing industry of which he may become a still more useful and valuable member, in passing this information along to him.

AMONG THE ASSOCIATIONS

IN UNITY IS STRENGTH

[Editorial Note.—Officers of all Press and Printers' organizations are urged to make regular use of this department.]

Inland Press Association

THE Inland Press Association meeting at the La Salle Hotel October 15-16, was attended by a larger number of owners of Central West dailies than usual.

Vital matters affecting publishers were considered in counsel and many problems put on the right track for correction. A report, received from G. J. Palmer, of the War Industries Board, showed that publishers had been brought to a realization that all mail subscriptions must be put on a cash basis immediately. Checking up of those papers which went to the cash system during the past sixty days showed that the ruling was fully justified and that the loss to papers of subscribers was much smaller than had been anticipated.

The new by-laws of the Inland Press Association allows membership of competitors in the same city, and so brought these competitors elbow to elbow at the convention. As stated by the president, A. W. Peterson, of the Waterloo (Iowa.) Evening Courier, the Inland Association stands for honorable publishers and for the betterment of newspaper methods rather than for the old-time bitterness of competition which results in bad practices. He warned the new members that they could be called to account for any irregular actions while members of the Inland; that they would be expected to continue their newspapers along the same legitimate lines that their successful neighbors are using; that if they were now right all would be happiness; if they were not right they would have an excellent opportunity to begin using proper methods for complete happiness and satisfactory success.

H. M. Kellogg delivered one of his characteristic formal talks, and made the matter a personal one for all Inland publishers by calling for every one to retire from the room who was not a member. No reporters were allowed to be present, as the information he gave was largely confidential in character. His topic was, "Labor Troubles and the Prospect for a Bright Horizon for the Future." He said 250 daily papers in the United States had found it necessary to consolidate the past year and that 850 papers had suspended since the war began.

Fred Leroy, publisher of the Streator (Ill.) Independent Times, read a strong paper on, "Print Paper vs. Trusts." This was also of a confidential nature and will not be printed for the public.

Meree Sidener, of Indianapolis, was unavoidably detained at home on account of illness.

Stanley Clague, managing director of the Audit Bureau of Circulations, asked permission to make his talk individual and personal, as he did not desire to speak at this time publicly as an officer of the Bureau. His address was listened to attentively and applauded frequently.

William B. Castenolz, A. M., C. P. A., of the La Salle Extension University, Chicago, outlined in a prepared address rules and regulations concerning publishers' income tax statements to Government.

Thomas Rees, chairman of the committee appointed to revise schedule dues, made a full report, which was adopted. It will bring considerable more revenue each year and enable the Association to extend its work for publishers throughout the thirteen Central States in which it operates.

Will Tufford, journalist, of Clinton, Iowa, completed his twenty-fifth year as secretary and treasurer of the Association, and he was congratulated by members upon his successful efforts in upbuilding its important organizations.

Out of the 105 members of the association, the following were present:

E. P. Adler, Davenport (Ia.) Times; A. M. Snook, Aurora (Ill.) Beacon News; Urey Woodson, Owensboro (Ky.) Messenger; W. A. Reed, Waterloo (Ia.) Times-Tribune; Frank D. Thorp, Davenport (Ia.) Democrat-Leader; Milo Whittaker, Jackson, Mich.; A. W. Peterson, Waterloo (Ia.) Courier; Will V. Tufford, Clinton, Ia., Secretary; R. E. Lindsay, Marion (Ind.) Chronicle; J. H. Pearson, Grand Forks (N. D.) Herald; H. H. Bliss and Sidney Blair, Janesville (Wis.) Gazette; Thomas Rees, Springfield (Ill.) State Register; J. J. Sturdevant, Wausau (Wis.) Record-Herald; E. H. Burgess, La Cross Wis.) Tribune; W. H. Ball, Huntington (Ind.) Herald; George D. Lindsay, Marion (Ind.) Chronicle; S. G. Goldthwaite, Boone (Ia.) News-Reporter; C. A. Roberts, Ft. Dodge (Ia.) Messenger; Fred Leroy, Streator (Ill.) Independent; J. K. Groom, Aurora (Ill.) Beacon-News; A. L. Waffle, Fon-du-Lac, Wis; F. F. Rowe, Kalamazoo (Mich.) Gazette; A. E. Kettle, Lansing (Mich.) Journal; A. L. Miller, Battle Creek (Mich.) News; W. H. Shumaker, Three Rivers (Mich.) Chronicle; D. W. Gardner, Sterling (Ill.) Gazette; G. H. Sutherland, Ludington (Mich.) News; E. P. Hunfain, Elgin (Ill.) Courier; G. M. Deitrich, Aurora (Ill.) Beacon-News; S. E. Boys, Plymouth (Ind.) Republican; D. B. Worthington, Beloit (Wis.) News; C. J. Robb, Michigan City (Ind.) News; L. S. Clampette and F. W. Woodward, Dubuque (Ia.) Telegraph-Herald; J. T. Powell, Ottumwa (Ia.) Courier.

E. L. Sparks, Hannibal (Mo.) Courier-Post; F. G. Smith, Waukegan (Ill.) Sun, and L. F. Loomis, Muscatine (Ia.) News-Tribune.

It was unanimously resolved that the perfected machinery of the Audit Bureau of Circulations now available to the Government be used for the purpose of carrying out the rulings of the board so that there may be no evasions and all publishers be thereby placed on a basis of equality.

The president of the association was empowered to appoint a committee of three, one to be the president, to coöperate with the pulp and paper division in this

matter and in any other matters in which the Inland Press Association can be of benefit to the Government. Committee as appointed consists of Willard Carpenter, A. W. Peterson and G. M. Worthington, to be known as the point of contact advisory board.

* * *

First Minnesota District

The Ben Franklin Club of the First Minnesota District held its annual business meeting at Lanesboro recently. Practically all newspaper men and printers in Southern Minnesota are members of this club and there was a large attendance at the meeting. The sessions were held in the Lanesboro high school and besides the business meetings there was a sight-seeing trip for the visitors and a banquet.

* * *

Chippewa County (Minn.) Press Association

The newspaper publishers of Chippewa County, Minnesota, gathered at the Commercial Club-room, Montivideo recently and perfected the organization of the Chippewa County Press Association. A number of years ago there was such an organization but in recent years it had seen but little activity. This meeting was to revive the organization and instill new life into it. The officers elected were: President, C. Berghuis of the Clara City Herald; Vice-president, F. E. Child of the Maynard News; Secretary, Harry Case of the Montevideo News; Treasurer, Andrew Bromstad of the Milan Standard.

Advertising Clubs of Iowa

"Knowledge is Power—Advertising Will Win the War," was the keynote of the convention of the Advertising Clubs of Iowa at their convention in Marshalltown. Addresses of welcome were made by the Mayor of the city, S. H. Reilly, and H. M. Knudson, president of the Marshalltown Ad Club.

Prof. F. W. Beckman, of the School of Journalism of Iowa State College, was toastmaster at the printers' and publishers' luncheon. The program of the convention included the following addresses: "How Individual Clubs Can Get the Most of a National Convention," by T. W. Lequatte; "Poster Advertising and Its Relation to Modern Merchandise," Mr. Harris, of the Chicago Poster Advertising Company; "Together and Forward, the Watchword and Purpose of a Community Club," Roy D. Emery, organizer and secretary of the Fairfield Community Club; "Inspiriation for the Day," E. T. Meredith, publisher of Successful Farming; "Organized Advertising and Better Business," Lewellyn E. Pratt, of Washington, D. C., first vice-president, Associated Advertising Clubs of the World; "Making Dealers' Helps Stick," F. K. Starbird, of the Firestone Tire & Rubber Company; "The Influence of Price, Quality, and Store Service in Building Trade," H. G. Lorimer, Chariton, Iowa.

The convention ended very successfully at the Loyalty dinner in the evening, with a patriotic address by Lieut. R .de Violini, of the Italian army.

Election of officers resulted as follows: John Huston, Ottumwa, President; O. J. Benjamin, Nevada, First Vice-president; Chester M. Coggswell, Des Moines, Secretary; R. L. West, Muscattine, Treascurer.

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Lyon County (Ia.) Press Association

Newspaper publishers of Lyon County, Iowa, have formed the Lyon County Press Association, electing W. G. Smith of Rock Rapids President, and John W. Carey, also of Rock Rapids, Secretary.

Following the organization meeting the members of the association considered ways and means of complying with recent Government restrictions on news print paper and the rise in material and labor prices. An agreement to raise their own rates in line with those charged by manufacturers and jobbers was reached.

* * *

Los Angeles County Press Association

The members of the Los Angeles County Press Association held their annual outing this year at Camp Baldy, a prominent summer resort in the San Gabriel mountains.

The largest attendance occurred on Sunday, when about fifty gathered at the camp to exchange greetings and talk shop a little on the side.

Sunday morning a few minutes were devoted to the discussion of "Coöperation in Securing Local and Foreign Advertising." Timothy Brownhill, chairman of the committee appointed to look into the matter, presented the constitution and by-laws of the Washington Newspaper Association, and a letter from E. E. Troxell, the executive Secretary of the Association, containing helpful suggestions for the proper organization of the proposed association. The plan outlined by Mr. Troxell, however, was thought to be too elaborate for this association at this time, hence it was voted to postpone action until Saturday night, November 2nd, when every newspaper man in Los Angeles county will be invited to be present and aid in perfecting a coöperative advertising organization suited to this particular field.

President Green then took the chair and asked for the discussion of one or two matters upon which no reports had been received. In the absence of Secretary J. D. Matthews, Timothy Brownhill was appointed temporary secretary.

A resolution was unanimously passed extending the heartfelt sympathy of the association to Mr. Crosbie Allen, President of the Southern California Editorial Association, in the recent death of his wife. Resolutions were also passed, thanking the Camp Baldy company, the San Antonio Water Company and the San Antonio Transfer Company for courtesies extended to the members of the association.

A resolution was also passed asking the war paper board to aid in securing the discontinuance of all free papers, and especially those masquerading as weekly newspapers yet having no bona fide subscription lists.

Most of the members stayed at Camp Baldy until Tuesday, a number staying until the last of the week, enjoying the hikes, picnics and the many other good things planned by President Green and Secretary Matthews for the entertainment of the members.

The next meeting of the association will be held in the Union League building, corner Hill and Second Streets, Los Angeles, the first Saturday evening in November (the second of November), at 6 o'clock. Arrangements will be made to serve dinner promptly at 6, in order that the entire evening can be devoted to the business of the association.

Among those present at the meeting were: Mrs. W. L. Lefavor and daughter and Mrs. Anna Lefavor, Watts News; Henry Hauser, Baldwin Park Bulletin; W. H. Green, wife and two daughters, La Verne Leader; Timothy Brownhill and wife, Puento Journal; Mrs. Cecil Wilcox, Mrs. Haynes and son, Lankershim Laconic; B. N. Marriott, Alhambra Advocate; O. T. Palmer and wife, Hollywood Citizen; Mrs. C. F. Waite, Miss Edith M. Love, San Perdon Pilot; R. C. Homan, wife and two children, Chino Champion; Frank N .Keffer and wife, Van Nuys News; E. P. Truitt and wife, Norwalk Call; E. O. Wickizer, wife and three children, South Pasadena Record; W. C. Westland and family, Ppland News; J. Ed Van Matre, wife and two children, Downey Champion.

New York Business Publishers

At the annual meeting of the New York Business Publishers Association, held Monday, October 28th, at the office of the United Publishers Corporation, New York, the following officers were elected for the ensuing year:

President, Roger W. Allen, of Allen-Nugent Company; Vice-president, Harry Pipper, of Class Journal Company; Secretary, William Buzman, of the Engineering News-Record; Treasurer, Robert H. McCready, of the McCready Publishing Company. The above, with the following, comprise the board of directors: Henry Lee, of Simmons-Boardman Company; Agla Cook, of the Electrical Review, and Edgar J. Buttenheim of American City.

* * *

Illinois City and Telegraph Editors

Ralph L. Sisson of the Decautr (Ill.) Herald was elected president of the Illinois City and Telegraph Editors Association at the recent meeting in Chicago, and Quincy, Ill., was selected as the 1919 meeting place. The other officers chosen wwere Miss Ethel R. Head, Streator, Vice-president; Walter O. Marquies, Quincy, Secretary-Treasurer; John W. Priest, Springfield; W. E. Pringle, Danville, and L. A. Blackman, Moline, executive committee members.

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Republican Editorial Association of Indiana

The meeting of the Republican Editorial Association of Indiana, held at Indianapolis, was quite largely attended. The business session was held in the roof garden of the Severn Hotel. The chief feature of the session was the speech of Will H. Hays, national chairman of the Republican Party. Other speakers were State Chairman Wasmuth and Miss O'Hair, the latter speaking on the suffrage situation and asking for the support of the Republicans in the campaign for membership and names on the petition to go before the next legislature.

At the close of the session, fifty automobiles were in waiting to convey the editors, their wives and friends to the Canot club's handsome place on the river, where they were the guests of the state officials and candidates at a delicious fried chicken dinner, served by the officials, who donned caps and aprons for the occasion.

Following the dinner, the party was taken to the aviation school and the technical school, under the leadership of Adjt. Gen. Harry Smith.

The Marion Club gave a banquet and entertainment at 8 o'clock in the evening which was largely attended by the editors, candidates and politicians. Mr. Hays spoke again at this function.

* * *

Berrien County, Mich., Press Association

The publishers of Berrien County effected a new organization known as the Berrien County Press Association at a meeting held the other evening in St. Joseph, when publishers from nearly every town in the County met to discuss the many new phases of newspaper work, brought about by war projects.

R. C. Haws, chairman of publicity of the Berrien County Liberty Loan Committee, was present at the meeting and delivered a decidedly interesting talk, in the course of which he incidentally referred to the fact that much so-called patriotic advertising matter is dumped upon the newspapers by individuals without the sanction of the county committee, and that no such matter should he printed unless O. K'd by the committee.

At the opening of the meeting O. C. Waltsgott, editor and publisher of the Berrien County Journal, was elected temporary chairman, and Martin R. Tornquist of the Banner-Register acted as temporary secretary.

The following officers were elected for the enusing year: President, E. W. Moore, News-Palladium, Benton Harbor; Vice-president, F. W. Cochrun, Courier; Secretary and Treasurer, Martin B. Tornquist, Banner-Register, Benton Harbor.

A committee on by-laws for the association was appointed by President Moore and consists of chairman, Thomas J. Tormey, editor of the Niles Sun; Fred D. Cook, Jr., editor of the Niles Star, and O. C. Waltsgott, editor of the Berrien County Journal. Suggestions from any similar organizations will be appreciated by the committee, especially copies of by-laws used.

Resolutions were unanimously adopted, pledging the members to continue without ceasing their efforts to aid in winning the war.

* * *

Illinois Circulation Managers' Association

The Illinois Circulation Managers' Association held its postponed convention at Rockford recently, the members were welcomed by Mayor Robert Rew, entertained at dinner by the Rockford newspapers at the Elks' Club, given an auto trip about the city, and visited Camp Grant, where they were greeted by Gen. E. H. Plummer, commander of the camp, and served with an appetizing repast at the School for Army Cooks and Bakers.

W. H. Coonradt, of Decatur, detailed his experiences with the paid-carrier system, stating that it enabled his newspapers to keep in close touch with the boys and their parents, thus maintaining a high pitch of enthusiasm at all times.

E. C. Hewes, of Danville, recommended prizes for carriers as a means for stimulating them in their work. Prizes ranging from pocket knives to gold watches, he said, could be utilized.

There was a general discussion of comparative costs and results in securing mail subscriptions by personal solicitation, and by circularizing. Sentiment was decidedly against circulars, and it was the opinion that personal solicitation recured the best results with smallest cost. No figures were given to show the actual costs per subscriber through personal solicitation, however.

L. L. Van Cleve, of Rockford, told how to train a city carrier. He believed that, having secured bright boys, personal supervision and training were essential. The circulator, he said, must make himself the counselor and friend of the carrier boy, thoroughly instructing him in his duties.

Clarence Eyster, of Peoria, told of his system of handling citty and mail stops. In the city he followed up closely through personal solicitation. In the country circular letters were used and solicitors instructed to call upon subscribers who had discontinued since their last visits.

G. S. Galloway, of Rockford, discussed the handling of circulation at Camp Grant, through an independent organization of sales boys, to all of whom papers were wholesaled. It developed, in the courses of discussions, that nearly all members have increased their mail circulation rates to meet increased costs in postage, some having a higher price outside of second zone.

Preparations are being made for holding the fourth annual newspaper conference of Iowa publishers and newspaper men at the University of Iowa in Iowa City, Iowa. The conference as heretofore will be under the supervision of the journalistic department and the date will be about Thanksgiving time.

A RACY BLOTTER

Here is a reproduction of a blotter, depicting the last race of the Kaiser, who is vainly "trying to get through," and also showing, up in the air, the treacherous Turk, now hopelessly out of the race.

The blotters were printed, three on, in four colors, and 74,000 sheets fed to hair-line register with practically no spoilage, by 10 x 15 Miller Feeder in the plant of Bell & Moody, Boston, Mass.

During the time the Miller Feeder was "eating up" this job, at the average speed of 1,900 impressions an

hour, the operator found ample time in which to hand-feed an adjoining press and thereby further increase the output of the plant.

This sample is representative of the high quality of work being done on the 3,400 Miller Feeders now in daily operation in the plants of progressive printers in over 500 cities in every part of the country.

SIMILAR TRADE NAME, BUT ENTIRELY SEPARATE COMPANIES

There is no connection whatever, and there never was, between the John F. Buckie & Son, referred to in an associated press dispatch and the BUCKIE PRINTERS' ROLLER COMPANY.

This statement is made by the latter so that no confusion may exist among friends and customers. The fact that the firm referred to has a similar name is a coincidence that is not uncommon.

The Buckie Printers' Roller Company was established in 1867, and it has developed solely on the strength of the recognized merits of its products and of the service rendered.

WHEN NICKEL-PLATES ARE A NECESSITY

Sinclair & Valentine Co., 611 W. 129th Street, New York, doubt if there is an ink man living who has not, at some time in his business career, had to make an allowance to a printer whose copper plates have been injured by the presence of Ultramarine in Blue ink furnished him.

It is supposed to be well known that Ultramarine Blue, or any Ink of which this color is a part, should never be used on a copper plate unless the plate has been Nickel-faced.

It is also supposed to be a well known fact that any ink containing Vermillion will destroy copper plates. Therefore, printers when using a Vermillion Ink should have their plates Nickel-plated.

LINOGRAPH INSTALLATIONS

The following were recent purchasers of Linographs: Clarion Printing & Pub. Co., Clarion, Pa.; Ozark County Times, Gainesville, Mo.; Culver Citizen, Culver, Ind. Four Linographs have also been shipped to foreign agents Trygve M. Johnsen & Company, Christiana, Norway, applying on a large order they have with the Linograph Co.

MERGENTHALER COMPANY INSTALL MANY LINOTYPES

The Mergenthaler Company of New York City finds that the demand for Linotype machines continues and has been making many installations recently, of which the following are a few:

Loup City (Neb.) Franklin Printing Co.; Cordova (Alaska) Times; Seeley (Cal.) Sentinel; Honolulu (Hawaii) Star-Bulletin; Mendon (Ill.) Dispatch; Ilwaco (Wash.) Tribune; Bowling Green (Ky.) The Times-Journal; Pontiac (Mich.) Press Gazette; Cincinnati(Ohio) Presse; Chicago (Ill.) Ocean Floating Safe Co.; Brooklyn (N. Y.) The Universal Press; Lebanon (Pa.) Courier and Report; New York (N. Y.) M. B. Brown Ptg. & Bdg. Co.; Sterling (Ill.) Gazette; Chetopa (Kan.) Advance; Okabena (Minn.) The Commercial; Danville (Ky.) Standard; Sutherland (Iowa) Courier; Russellville (Mo.) Central Missouri Leader; New Bedford (Mass.) The Standard and Mercury; Atlanta (Ga.)Rybert & Hollingsworth; New Orleans (La.) Daily States; Racine (Wis.) Times-Call; Portsmouth (N. H.) Times; Brooklyn (N.Y.) Supply Dept., Navy Yard; Phoenixville (Pa.) Republican; New Orleans (La.) E. P. Andree Ptg. Co.; Cleveland (Ohio) Clevelandski Amerika; Jacksonville (Fla.) The H. & W. B. Drew Co.; Rutherfordton (N. C.) Sun; St. Louis (Mo.) Buxton & Skinner Ptg. & Sta. Co.; Vinton (Iowa) Eagle; Milford (Mich.) Times; San Mateo (Cal.) Times; Lonoke (Ark.)Supply Officer, Signal Corps, Aviation School, Eberts Field; Morton (Ill.) News; Mooseheart (Ill.) Supreme Lodge of the World; College Station (Texas) College Print Shrop of A. & M., College of Texas; Des Plaines (Ill.) St. Mary's Training School; Spencerville (Ohio) Journal-News; McArthur (Ohio) Democrat Enquirer; Chicago (Ill.) Hugo Schubel & Son; Port Arthur (Texas) Record; New York (N. Y. Times; Greenwood (Texas) The Negro Star Niles City (Texas) Reporter Pub. Co.; El Paso (Texas) Silvestro Terrazas; Estancia (N. Mex.) News-Herald; Hope (Ark.) The Hope News; Clayton (Ala.) Record; Detroit (Mich.) Free Press; Washington Court House (Ohio) Herald; Bellaire (Ohio) Leader; Charles Town (W. Va.) Spirit of Jefferson; Herkimer (N.Y.) Telegram; Opelousas(La.) Star-Progress; New Bedford (Mass.) The Standard & Mercury; Kenosha (Wis.) Bert H. Larrabee; Janesville (Wis.) Press; Salina (Kan.) Union; Appleton (Wis.) Van Rooy & Timmers Co.; Pittsburg (Pa.) South Hills Pub. Co.; New York (N. Y.) Tribune; Sterling (Colo.) Republican Advocate; LaCrosse (Kan.) Republican; Onaga (Kan.) Herald; Norborne (Mo.) Democrat; Cleveland (Ohio) The Newspaper Enterprise Association; Norfolk (Va.) Virginian-Pilot; Muskegon (Mich.) Dana Ptg. Co.; Little Falls (N. Y.) Times; Norfolk (Va.) Benjamin F. Martin; Spokane (Wash.) Edward Killfeather; San Francisco (Cal.) Shattuck-My & Bickford Co.; Sutherland (Neb.) Courier; Calexico (Cal.) Chronicle Pub. Co.; Buffalo (N. Y.) Commercial; Pulaski (Tenn.) Giles County Record; Pittsburgh (Pa.) Pittsburgh Live Stock Journal; Waterloo (Ill.) Republican; Bridgeport (Conn.) Standard-American; Pryor (Okla.) Republican; Grant City (Mo.) The Worth County Tribune; Forman (N. D.) News; Beaumont (Tex.) Enterprise; Columbia (S. C.) The State; Sioux City (Iowa) Journal; Shenandoah (Pa.) The Evening Herald; Ottawa (Ohio) Sentinel; Gregory (S. D.) Times-Advocate.

DESERVES HANGING

HANG THIS REMINDER NEAR YOUR LINOTYPE
37,000 IN USE
TRADE LINOTYPE MARK
THE MACHINE THAT LASTS
Reminder
For Operators and Machinists
With a Pencil Point Move Slide Opposite Item Needed and Red Signal Will Appear
Don't depend on your memory, or go to the trouble of writing the information on a piece of paper with its ever present danger of being misplaced or lost.
Just move the slide as a reminder.
Then when convenient refer to your red book of Linotype Order Blanks, fill out a formal order, and send it to your nearest Linotype Agency, where it will receive prompt and accurate attention.
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Send All Orders to the Nearest Linotype Agency

This Reminder Card Deserves Hanging

The new Linotype "Reminder Card" for operators and machinists is a novelty of the practical kind. On either side are listed Linotype parts and supplies. Opposite each name is a space fitted with a slide, colored half white and half red. Near the center of the slide is a hole that the point of a lead pencil will fit into. A twitch of the pencil switches the color from white to red—and you have a memorandum of the article listed opposite. Then, when it comes to making up your order, there you are with your items indicated—no having to remember or chance of forgetting. Operators and machinists will be quick to recognize the utility of these cards, and they can get them, free of charge, from the Mergenthaler Linotype Company, Tribune Building, New York.

* * *

Mr. R. C. Kern has been appointed as Manager of Barnhart Brothers & Spindler in St. Louis. Mr. Kern is experienced in serving printers according to the Barnhart standard, having been connected with the Kansas City house for five years. The Company, in issuing an announcement from the General Offices in Chicago, assures all patrons in the Missouri territory that Mr. Kern may be depended upon to "carry on" "with energy and enthusiasm" the supplying of essential materials to printers and publishers and according them the best of treatment at all times.

The former manager of the St. Louis House, Mr. Harry T. Mathews, resigned to take up war work of the Y. M. C. A. in France.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order.

FOR SALE AT A SACRIFICE—TWENTY MERGENthaler Linotypes—Model One—used by the Chicago Herald until its recent merger with the Examiner. Will set 5 pt. to 11 pt. Good working condition. $500 each. Early buyers get choice. FANTUS BROTHERS, 525 S. Dearborn Street, Chicago, Ill.

A COLD SIMPLEX STEREOTYPING OUTFIT produces finest book and job plates, and type is not in danger of ruin by heat; also easy engraving method costing only $3.00 with materials, by which engraved plates are cast in stereo. metal from drawings on cardboard. ACME DRY-PROCESS STEREOTYPING.—A new process for fine job and book work. Matrices molded in a job press on special matrix boards. Easiest of all stereotyping processes. Catalog on receipt of two stamps. HENRY KAHRS, 240 E. 33d St., N. Y.

THE VAN BIBBER ROLLER CO., 426-428 Elm St., Cincinnati, will give you the best rollers that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press-work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

ENGRAVED Cards & Wedding Invitations
OUR PRICE LIST SHOWS 82 STYLES OF ENGRAVINGS FOR SOCIAL & BUSINESS PLATES AND DIES, GIVES PRICES ON CUTTING DIES AND EMBOSSING ALL COMPLETE SO YOU CAN EASILY FIGURE OUT YOUR ORDERS. ALL PRICES QUOTED ARE SUBJECT TO 40% DISCOUNT TO THE TRADE.
AMERICAN EMBOSSING CO., 192-94 SENECA ST., BUFFALO, N. Y.

Your Prospective Customers
are listed in our Catalog of 99% guaranteed Mailing Lists. It also contains vital suggestions how to advertise and sell profitably by mail. Counts and prices given on 6000 different national Lists, covering all classes; for instance, Farmers, Noodle Mfrs., Hardware Dlrs., Zinc Mines, etc. *This valuable Reference Book free.* Write for it.
Strengthen Your Advertising Literature
Our Analytical Advertising Counsel and Sales Promotion Service will improve both your plan and copy, thus insuring maximum profits. Submit your plans or literature for preliminary analysis and quotation—no obligation.
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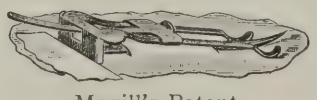
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DOUBLE-GRIP GAUGES
$1.50 set of 3 with extra tongues.

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Of National Printer-Journalist, published monthly at Chicago, Illinois, for October 1, 1918.

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| ss.
County of Cook |

Before me, a Notary Public in and for the State and county aforesaid, personally appeared Benjamin S. Herbert, who, having been duly sworn ccording to law, deposes and says that he is the editor of National Printer-Journalist and that the following is, to the best of his knowledge and belief, a true statement of the ownership (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to-wit:

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BENJAMIN S. HERBERT,
Editor.

Sworn to and subscribed before me this 28th day of September, 1918.

[Seal] E. B. BARNARD,
Notary Public.

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A JOURNAL for PRINTING and ALLIED TRADES

VOLUME THIRTY-SIX CHICAGO, ILLINOIS, DECEMBER, 1918 NUMBER TWELVE

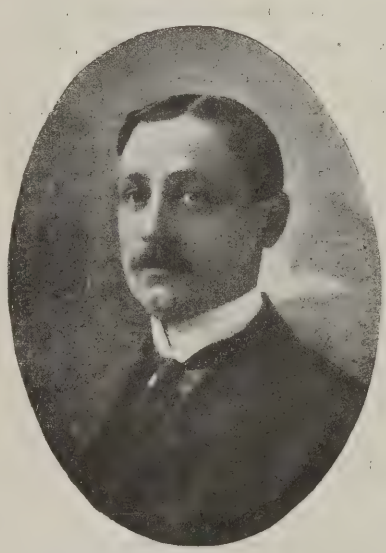
THE AMERICAN DECIMAL SYSTEM OF WEIGHTS FOR PAPER

By Thomas E. Donnelley, R. R. Donnelley & Sons Co., Chicago, Ill., and Director Pulp and Paper Section, War Industries Board.

FOR the first time in its history, during the summer and fall of 1918, all paper making was centralized in the Pulp and Paper Division of the War Industries Board at Washington. The outstanding facts that have impressed themselves upon the heads of this Division are, first, the great number of different classes of paper made and the magnitude of their tonnage, and second, that these many classes of paper have no common standard of weights and that none of the many separate standards now in use have ever been reduced to the decimal basis for the sake of speed and convenience in figuring.

We Americans are accustomed to laugh at our English cousins for stubbornly clinging to their cumbersome system of pence, shillings and pounds, and yet one can imagine the utter astonishment of one of our French Allies, should he attempt to unravel the much greater complications of our system of paper weights and measurements.

The paper manufacturers and merchants have during the past two years established what is known as a system of "Substance Numbers," or weights; *i.e.*, have established the weight of a particular class of paper. For example, in book papers, 25 x 38 has been adopted as the standard or basic size, and the weights in this size are known as the substance weights for book paper. Other stock sizes are made in weights equivalent to the weight of the standard or basic size. For instance, basis 25 x 38—50 lb. in size 28 x 42 weighs 62 lbs.; it was formerly ordered 28 x 42—60, without regard to any standard.



MR. THOMAS E. DONNELLEY

This standardization of weights is undoubtedly a distinct saving in paper manufacturing, and this saving is indirectly passed on to the printer and the public, for under this system, if an order does not "fill" the paper machine, the side roll can be cut into a stock size, as the thickness is standard.

But a particular substance number or weight is applied to one class of paper only. Book papers, writing papers, cover papers, etc., all have their special substance numbers, or weights, and today there are the following thirteen different classes of paper, more or less commonly used by the printer, each with its own standard of sizes and substance numbers. This list does not include the many classes of pulp, binder and other coarse boards, or many paper specialties:

17 x22 —Writing Papers.
17 x28 —Still used by many for Ledgers.
19 x24 —Blotting.
20 x25 —Cover.
20 x30 —(480 sheets to ream) Tissue.

20½x24¾—Index Bristol.

22 x28 —Blanks, Railroad Blanks and Tough Checks.

22½x28½—Card Boards, Bristols (some lines figured by weights and some lines by ply. Ply does not mean same in different classes if Bristols and cardboard); also some cover papers.

22½x30 —Envelopes. (Although this is the standard for weight, sheets of this size are never made nor used.)

21 x31 —Fine Stationery Paper.

24 x36 —(480 sheets to ream) Wrapping and Tissue.

24 x36 —(500 sheets to ream) Manila, Newsprint.

25 x38 —Book Paper.

The "substance" used for one class of paper has no relation to a similar "substance" in another, and a weight that is substance in Book Paper does not apply as a substance in other grades, such as Manila, Cover or Writing, etc.

The present system is complicated enough to the printer, but to the lay buyer it is a Chinese puzzle and often leads to serious misunderstanding. The basic sizes do not readily fix themselves in a layman's mind. He cannot understand why a 50-pound, or No. 50, cover and a 50-pound, or No. 50, book should mean two different weights; why a 50-pound, or a No. 50, White Wove envelope and a 50-pound, or No. 50, Manila envelope are not the same; or why bonds and fine writings should be designated by different standards. Even old buyers of printing are confused. A publisher using a 31x41 paper speaks of it as a 60-pound paper, sometimes to designate the basis of 25x38—60 pound, and sometimes to designate that the 31x41 sheet itself weighs 60 pounds to a ream.

The present system is also complicated as to the process of figuring; increases the cost of estimating and checking; and greatly increases the chances of error. To find the weight of a sheet 31x41 on the basis of 25x38—60, four distinct operations are necessary—31x41 must be multiplied; 25x38 must be multplied; the product of 31x41 must be multiplied by 60; and the result divided by the product of 25x38.

Under the present system, a purchaser buys his paper by the five hundred count and, in converting it into books, catalogues, letterheads or business cards, sells it by the thousand count. This causes not only a constant clerical effort in translating five hundreds into thousands, but there are few printers or experience who have not been embarrassed at some time, either by their own or their competitors' errors in figuring half the amount of paper necessary.

The system known as the "American Decimal Standard of Weights for Paper" is the result of a growing conviction in the minds of the various section heads of the Pulp and Paper Divsion that the present manner of figuring weights and measures in the paper industry is archaic, complicated and laborious. This system has been developed by receiving the suggestions from many different minds that have given thought to this question, and has been subjected to criticism from the leading paper manufacturers, merchants and users who have, from time to time, come to Washington as members of the various War Service Committees of the Pulp and Paper Industry. There has developed no valid criticism, except that such a system would involve the expense to the merchants of new samples, and that during the transition period there might be some duplication of stocks in the paper warehouses. The following is a description of the system:

The ream is entirely eliminated, everything being figured by the thousand sheets.

The standard of size is 1,000 sheets of paper 1 inch square, and the number of thousandths of a pound such 1,000 sheets weigh, is the substance number of any particular piece of paper. For example, a paper of No. 125 substance would mean that 1,000 sheets of that paper 1 inch square would weigh .125 pounds, and if we should desire to find the weight per 1,000 sheets of any given size, as 25x38, we would first multiply 25x38=950, to find the number of square inches to the sheet. If 1,000 sheets 1 square inch, weighed .125 pounds, then 1,000 sheets, 950 square inches would weigh 950 times .125 pounds, or 118.75 pounds. Should we desire to find the weight of a sheet size 42x61, we would multiply 42x61=2,562 square inches, by .125, equalling 320.25 pounds, or, eliminating decimals, 320 pounds per thousand sheets.

The same substance number would designate the equivalent weight, whether it were book paper, cover paper, writing, or manila. As stock weights would most probaly be even substance numbers, such as 70, 80, 90, 100, 120, 140, etc., the weight of any odd size would readily be found by the simplest multiplication, and there would be no confusion in the mind of the customer, because:

First. The system is readily explained and easily understood;

Second. There is but one substance number for the same weight of stock for all classes, and

Third. There would be no confusion between the substance number and the actual weight of the stock, as the substance number is a basic unit and not the weight in pounds of some stock size used as a standard.

To sum up, the great advantage of the American Decimal Standard of Weights for paper are:

1. It will eliminate the necessity of reducing reams to 1,000 and any errors that might result.

2. It makes unnecessary the acquiring of technical knowledge of the various sizes by men new in the business, and is easily understood by the layman.

3. It eliminates all chance of misunderstanding as to weight of sheet being furnished.

4. It makes the figuring of special sizes easy and less liable to error.

It is the opinion of the section heads of the Pulp and Paper Division of the War Industries Board that this system should be adopted during the reconstruction period, and it is strongly urged that a conference be held in the near future by representatives of paper manufacturers, paper merchants, printers, lithographers, publishers, and other users of paper, to consider ways and means for adopting it.

PRINTING SALESMANSHIP

By Edgar Allen White, Macon, Mo.

WHILE the war was going on I had occasion to investigate the condition of the printing industry in some sections of Missouri. My observation convinced me that high prices and the disturbed state of the country were not the only reasons that forced some printers to the wall. There were too many instances where the craftsmen had viewed the situation through gloomy spectacles, and decided that it was no use. One experienced man, with a very complete little plant in a town of 4,000, where mining gave a large pay-roll, said:

"The heavy demands being made on our people for Liberty Loan and Red Cross campaigns and the like have scared the business men. They won't spend a cent for advertising and printing unless they have to. We're just getting through a bad influenza epidemic, and business is dead. Besides, if there was anything doing, you can't get help to do it. On top of that comes these big prices for paper and everything we use. For the life of me I can't see any way out, and yet I'm working harder than I ever did before."

Some twenty miles further on the road was a town about half the size. As I entered the printing office the proprietor was negotiating with a farmer for some sale bills. This is the way his talk ran:

"Of course I can print those small bills for you, Uncle Bob, but they don't get you anywhere. Now these quarter sheet cardboards will give room for some big display type and fine cuts of a horse and stock. People travel in motors now and if you put anything up for 'em to see it wants to be big enough to attract attention. Look at this."

The farmer inspected the sample with an approving glance.

"How much will seventy-five of them cost?" he asked.

"Five dollars and for two and a half extra I'll run you a nice little ad in the paper. That will sure stir up a crowd for your sale!"

The farmer closed the deal by planking down the cash.

"He first asked for fifty little dodgers, to cost about a dollar and a half," explained the proprietor, after his customer had gone, "but I knew the big bills would suit him better, and they would certainly suit me better. Nineteen out of twenty men take the big bills in preference to the little ones when you explain to them the difference in the advertising value. For the five dollars we only print seventy-five quarter card sheets, but we print them in good bold type and always put cuts on them. The farmer likes a cut on his sale bill or in his newspaper advertisement, and we are a bit careful to have a good line always on hand.

"Times? Good! But we've made 'em so by hustling. It takes good salesmanship to get good-paying orders. We've made more money this summer than any season I've been in business. Most men come into the printing shop with their minds made up to be very economical, like that farmer who just left. He was figuring on spending here a dollar and a half or two dollars. Then it was up to me to show him a better paying proposition than the one he had in mind, and to get a bigger order out of him. Now he's more satisfied with the deal he's made than if I had taken the order like he first figured it. That seven dollars and a half he spent here will insure him a whaling big crowd at his sale, and he knows it, whereas the plan he had wouldn't have enthused anybody.

"The trouble with most country printers is," he went on, "that they aren't salesmen. They would please their customers a great deal better if they would make suggestions, but they're afraid to say anything about increased cost for fear of losing the customer. The idea is entirely wrong. The printing salesman should talk about the increased pulling power of good work on good paper, and show samples. See that row of bills on the wall? That helps wonderfully. The people will pay the price all right if you can please them with the goods and the work."

"But don't the Liberty Loans and Red Cross campaigns affect your business?"

"Yes, advantageously. The more a man gives to the government the harder he has to hustle to get

some more money, and the real hustler is using more printing than he ever did before.'"

From the experience of these two publishers the conclusion was inevitable that the difference in conditions was due to the men. Both were good printers, ambitious and anxious to serve. But what was a calamity to one was an opportunity to the other. And curiously enough the man who saw the sunny side was much the older.

The lesson of the war has been that the country printer and publisher must cultivate his talent for salesmanship. When a man comes in with work the printer must get the order, and if possible, increase it. That's the rule of the good merchant and it ought to be the rule of the good printer. The office man must thaw out and be more congenial. He must let the customer know he is glad to see him and appreciates his business. The customer who comes 'round with a big job of printing doesn't care to dicker with an iceberg. After all the human assets of a printshop are cast up, it's the man who knows the trick of getting business who is one of the most valuable.

CAPPER ELECTED U. S. SENATOR BY RECORD VOTE

The vote for Governor Capper, the famed printer and publisher of Kansas, amounted to a veritable landslide, and his overwhelming victory over his opponent, Senator

U. S. SENATOR ARTHUR CAPPER

William H. Thompson, is credited to his own strong popularity as well as the partisan appeal by President Wilson. With reports from sixty-one counties, Capper had a lead of 39,489 over his opponent, with a total vote of 70,260, as compared to Thompson's 30,771.

"U.S. NOT JUSTIFIED IN DECLARING EMBARGO"

Says head of National Paper Trade Association.

In reply to a letter of inquiry from the editor of this magazine, Mr. George Olmsted, President of The National Paper Trade Association of the United States, says:

"I most decidedly think that the United States would not be justified in declaring an embargo on papers shipped to South America and other countries. Our sister republics to the South are looking to us for supplies of paper. It is one of the commodities they need more than almost anything else. We are drawing on them for large supplies of cattle, wheat, manganese, nitrates, etc. They are depending upon us for paper and we must find some way to supply them, even though we have to redouble our sacrifices here.

"Now is our opportunity to show the balance of this hemisphere that we should trade within ourselves as far as possible. The Government has shown its position on this question by declaring that the recent restrictions in paper manufacture did not apply to export business. This, in my opinion, is as it should be. This is the time when that portion of the world made up of civilized humans ought to share their resources and substances with each other and not play selfish."

EFFECTS RAISE IN PRICE—GAINS SUBSCRIBERS

Mr. Benjamin S. Herbert, Editor National Printer-Journalist, Chicago, Illinois.

Dear Mr. Herbert:—I have met with such seeming success in the raising of the price of my paper, The Faribault County Register, from $1.50 to $2.00 a year, I feel that I ought to write you regarding it. I had done some pondering before the raise was made as to the after-effect, and feared that I might lose quite a number of old-standing subscribers by the move, notwithstanding that I advertised three months previous to the raise that anyone could procure the paper at the old price of $1.50 a year up to October 1, 1918.

Since October 1, I have lost very few subscribers, not more than the usual run, I should judge, and have gained about fifty or more new ones and a lot of renewals. Each week I keep an honor roll of those who have renewed and also of the new ones secured, and am careful to mention that they pay the new rate of $2.00 per year. It really is surprising to see the result, and one man paid me $4.00 renewal from January 10, next, to January 10, 1921.

In this way the old subscribers do not seem to complain about the advanced price, and renew at the new rate with a smile on their faces, which ecertainly is most gratifying, when one is faced with a vital question, like the success or failure of your business in these strenuous times.

I do my own soliciting and have secured twenty-one new subscribers during the past week, besides a large number of renewals.

I aim to give my readers all the reading matter I can that is live and on timely topics, as well as the local news and country correspondence, and feel that the people do not object to paying a little more for their paper if they are getting what satisfies them along the news line.

Yours very respectfully,
J. M. PALMER,
Editor and Proprietor The Faribault County Register,
Blue Earth, Minn.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

"IT is related of Haydn, the musician, that, when he sat down to compose, he always dressed himself with the utmost care, had his hair nicely powdered, and put on his best suit," quotes Prof. Haddock, in one of his great books. "Frederick II. had given him a diamond ring; and Haydn declared that, if he happened to be without it, he could not summon a single idea. He could write only on the finest paper; and was as particular in forming his notes, as if he had been engraving them on copper plate."

While the quotation used here does not include so much, I feel assured that the great German composer must have been quite as fastidious concerning the apartment in which he worked.

The same renowned writer quoted from above urges men to provide themselves with attractive bedrooms, because, he says, so much of life is spent there; and how much more essential, it seems to me, that we should endeavor to beautify the places in which we perform our daily work, for these walls confront us, not while wrapt in slumber, but during the greater part of our waking hours.

It is true, by the exercise of a cultivated power of will, and thus bestowing upon the matter in hand absorbed attention, it is possible, under necessity, to accomplish much in an uncongenial environment; but it is only reasonable to believe that infinitely better results are achieveable when the workman is blessed with pleasant, agreeable surroundings; because then, beside the natural, inspiring influence, his genius is allowed to unfold along the lines of least resistance.

This is as true of printing and newspaper-making as of any other vocation, and I feel assured that any artist-printer or newspaper-maker will appreciate the little suggestion which I am here about to offer with the view of adding to the beauty, as well as to the order, of the work-room.

Notwithstanding that few will deny that art-printing (which includes the printing of newspapers) is more easily accomplished in a clean, orderly and attractive shop, than when attempted in one where dirt and disorder predominate, yet a thing too common in printing offices, particularly in newspaper press-rooms, is floors littered with waste paper.

The ideal newspaper office is equipped with more than the one ordinary and proverbial editorial waste-basket. The ideal office has several waste-paper baskets, and the printery thus furnished with these receptacles of sufficient number and capacity, arranged with a view to convenience, need never suffer from paper-littered floors.

The large pulp-board cartons, now used so extensively by the paper houses in the shipment of stock, make good, serviceable boxes for the purpose cited. As waste-paper baskets, these cartons can be made very attractive, too, by re-covering with crepe paper, or common tinted print, in which case the top edges are bound with a strip of a harmonizing tint, and a similar band of paper may be pasted around the bottom of the carton, too. And thus a step is taken toward beauty, as well as toward utility.

* * *

The novel, neat and dainty advertisement specimen shown as the first exhibit in this installment is from, and the handiwork of, Brother G. S. Guernsey, of the Republican, Scottsbluff, Neb. "Almost decapitated (?)" is the notation included with this specimen. I would suggest "disembodied," or "disemboweled," as more descriptive, though I do not mean to intimate that the severing of the cut was a bad idea. The effect is highly novel and attractive, I think, and otherwise the advertisement has been treated with Brother Guernsey's usual taste.

* * *

For some time I have held an old copy of the Minden, Neb., Courier in abeyance, awaiting opportunity to remark upon a novel idea noticed therein, in the shape of this "Church Directory" shown in Exhibit 2, which in the orginal occupied a full page. We know that there are among reporters those who can create news "where none grows," and so also there are advertising men who can "create advertising" by just such clever ideas as that embodied in this reproduction.

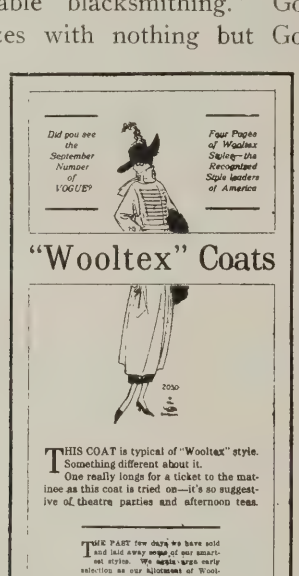
* * *

Few newspapers can boast of so excellent a print as that which ever adorns the Faribault County, Minn., Register; but it is extremely regrettable that greater effort is not put forth to achieve an artistic makeup, both by clearing the first page of displayed

matter, balanced arrangement of head masses, and systematizing the makeup of advertisements in the inner pages. This is a large sheet and its contents are invariably abundant and high grade in character and editorial treatment.

* * *

Why any daily newspaper should adopt such incongruous styles and type-faces as that displayed in this first page from the Newark, N. J., Star-Eagle, is a wonder. Any judge of taste, printer or otherwise, must concede, after a careful review of such a production, that it represents, not pleasing typography, but veritable "blacksmithing." Gothic is a face that harmonizes with nothing but Gothic, and the

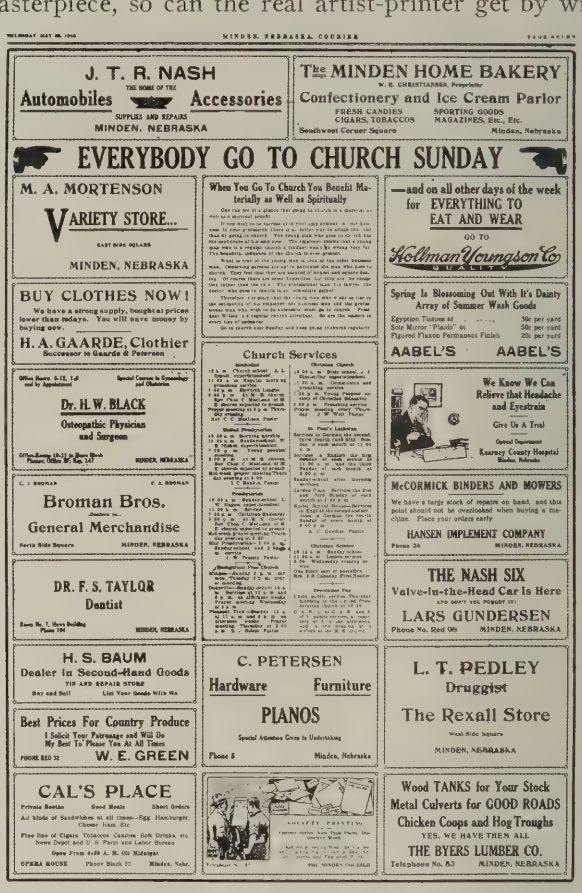

Did you see the September Number of VOGUE?
Four Pages of Wooltex Styles—the Recognized Style leaders of America
"Wooltex" Coats
2030
THIS COAT is typical of "Wooltex" style. Something different about it. One really longs for a ticket to the matinee as this coat is tried on—it's so suggestive of theatre parties and afternoon teas.
THE PAST few days we have sold and laid away scores of our smartest styles. We again urge early selection as our allotment of Wooltex is limited
Fliesbach & Sons, Inc.
"Cash and Carry" will save you more than 10% on your Suit or Coat

No. 1

sheet which adopts Gothic for one head ought to have taste enough to stick to Gothic all the way through, and not intermingle DeVinne with it here and there. But, why should a sheet with a title in text choose such bold, uncongenial faces for its head lines, any way? Isn't harmony always more to be desired, and sought, than discord? I make these remarks not entirely against the specimen under criticism—there are so many daily newspapers in the country committing the same sin. A reproduction of this page is shown in Exhibit 3. It strikes me that the art of newspaper making will have advanced wonderfully when newspaper typography gets away from such effects.

* * *

Now here, in the very next sheet I pick up, is exemplified a far more harmonious and artistic newspaper typography. While the agreement between type-faces on this page of the Daily Eau Claire, Wis., Telegram, is hardly perfect, it is far nearer perfection, I grant, than that in evidence in the sheet referred to in the preceding paragraph. Even the diversity gained by occasional italicized lines is so treated as to be pleasing. Just as great writers can break all the rules of technique and yet produce a masterpiece, so can the real artist-printer get by with



No. 2

Is It Peace? Why We Fight See Page 2
Newark Star-Eagle
HOME EDITION
MEXICO ENDS RELATIONS WITH CUBA
YANKS SING AS 56 DIE ON TRANSPORT
WOMEN SEEK $53,000 FOR FUND QUOTA
SAVE MANY ON TORPEDOED SHIP
Fifteen Minutes After Explosion on Moldavia All but Two Who Survived Blast Rescued.
GIRL GIVES UP LIFE FOR SAKE OF RED CROSS
COLGATE OUT, BOOM LEACH FOR SENATOR
BREAK MAY BE FOLLOWED BY ECONOMIC FIGHT
"Fear of Embarrassment to Her Neighbor Because of War." Is Mexico's Reason.
WOULD MAKE P. S. PAY CENT. FOR TRANSFER
U. S. PURSUIT SQUADRON IN ACTION; DOWNS 3 FOES
BARE EFFORTS OF HUNS FOR IRISH REVOLT
WASHINGTON IS PUZZLED OVER BREAK
EAST ORANGE BOY KILLED IN FRANCE
1,000,000 OVER SOON FOR U. S.
Kaiser Tucks Hindenburg in Car; Press Agent Goes Wild

No. 3

violations which prove abominations in the hands of the unskilled. This little Wisconsin daily is in many respects a very creditable publication, and these good

points are not confined alone to the mechanical features. The news-service is good and so are the reportorial and editorial work. Exhibit 4 is the first page.

: DO YOUR BEST, NOT BIT, FOR THE RED CROSS :

THE DAILY TELEGRAM

OVER 100 NURSES AND PATIENTS IN HOSPITALS KILLED BY HUN AIRMEN

DO MEN'S WORK OR FIGHT

Will You Not Hesitate To Give To The Red Cross?

NON-ESSENTIAL WORKERS, IDLERS HIT BY NEW RULE

RELATIONS WITH ROBERTS BARED BY GRACE LUSK

SCORE OF IMMENSE GERMAN PLANES CIRCLE FOR 2 HOURS OVER PREY, DROPPING BOMBS

FORTUNE TELLERS, AND SUCH MUST GO TO WORK JULY 1ST

American Ace, Major Ludbery

"GIVE" SHE CRIES

LIEGE RAILWAY YARDS BOMBED BY AVIATORS

U.S. AND ALLIES HOLD RUMANIAN TREATY AS VOID

SEVEN WISCONSIN BOYS WIN PLACE

MORE DAMAGE IS DONE ZEEBRUGGE BY AIR BOMBERS

PICARDY LINE BOMBARDED BY FOE SAYS HAIG

Germans Seek To Prevent Sammies Taking Prisoners

No. 4

The Clinton Herald

RED CROSS GIFTS COMING IN WELL

MRS. SAM PULFORD HAS ACCIDENTAL FALL

13 MORE VICTIMS ON CYCLOPS NAMED

POOL SHIPS FOR MEN AFTER WAR

CHANGE IN RED CROSS CLASSES; WORKERS NEEDED

SUMMER FURNITURE

For the Porch or the Sun Parlor

$9.75

$12.75

$2 to $4.50

O'DOLAN'S

GERARD DEFIED the Kaiser

"My Four Years in Germany"

CLINTON THEATRE

Good Advice

Hoffman Music Co.

SALT DIPS for Onions and Radishes

Adams China Store

No. 5

And here is another daily newspaper, The Clinton, Iowa, Herald, against whose typography no complaint could well be filed. The type faces are very pleasing, and the manner of handling them shows taste. The Herald's contents are excellent, too; presswork first class and advertisement composition and makeup all deserving of my hearty approval. I regret that the first page of the specimen before me became soiled and injured in its transmission through the mails, hence it is unfit for reproduction; but herewith I am showing instead one of the inner pages (Exhibit 5) which pretty well bears me out in the praises offered.

* * *

It might be suggested that while the War Industries Board is dealing with the newspapers and the conservation of print paper, an order might be made limiting the size of scare-heads. Since the opening of the world war, the American dailies have been

BEST OF ALL COLORED COMICS FOR YOUNG AND OLD WITH THE SUNDAY BEE

THE OMAHA DAILY BEE

56 U. S. SOLDIERS MISSING AFTER SHIP IS TORPEDOED

ARTILLERY FIRING INCREASES IN FURY ON WESTERN FRONT

KING VICTOR EMMANUEL CABLES HIS REPLY TO PRESIDENT WILSON'S GREETINGS TO ITALY

AMERICANS ABOARD TRANSPORT KILLED IN U-BOAT ATTACK

RAISING OF ARMY ENLISTMENT AGE LIMIT PROPOSED

GERMAN POWER MAY BE BROKEN IN NEXT BATTLE

ITALIAN BANNERS RAISED AT PORTS OMAHA AND CROOK

MISS LUSK SAYS NEVER INTENDED TO KILL RIVAL

OMAHA AND STATE PLACE $2,000,000 RED CROSS GOAL

SON-IN-LAW OF PACKES SWIFT IS IMPRISONED

Bee Sunday Features

SLAYER LEAVES GRIM LEGACY TO VICTIM'S FORMER HUSBAND

WILSON POSTPONES FINAL DECISION ON TAXATION PROBLEM

No. 6

going "over the top" in the matter of head-lines, and, should they be required to reduce these somewhat, at least a considerable amount of white paper would be conserved for reading matter. Forsooth, many of these scare-heads are mere "camouflage," anyhow, if I get the French word properly defined. For instance, "take a slant" at this front page of the Omaha, Neb., Daily Bee, everything else is greatly overshadowed by those two headlines at the top. Nevertheless, I concede this is a very neatly gotten up specimen, and, as is widely admitted, a very good paper otherwise. Typography is superb, advertisement composition perfect, and the mechanical makeup delightfully in accord with the "triangular" form. The first page of the Bee is to be seen in Exhibit 6,

and one of the charming advertisements in Exhibit 7. Compositors in smaller shops can profit immensely by carefully studying such advertisement specimens as this from the Omaha Bee.

BURGESS-NASH COMPANY

"EVERYBODY'S STORE"

MEN.

Saturday on Our Main Floor is the Time and Place to Get That New Straw Hat

Men's Cloth Hats

Men's Spring Caps, $2.00 Odd Lots of Caps, 45c and $1.00

We Doubt if You Find Better Suit Values Than You Can Find at Burgess-Nash

Men's Banister Oxfords Special for Saturday $7.50

Burgess-Nash Standard

We Feature for Saturday Men's Suits $25.00

Men's Suits, Priced At $18.00, $22.50 to $40

A Complete Line of Beau Brummel and Star Shirts

Fit the Boy Out Saturday With Everything He Needs

Boys' Suits $8.95 to $16.50

No. 7

Through the recent courtesy of Brother George T. Stephens, an old-time colleague of mine in the office of the Yakima, Wash., Daily Republic, I have received a copy of that publication for review in these

U. S. GIVES IRISH PLOT DATA

5 P. M. EDITION

The Bulletin

SAN FRANCISCO, TUESDAY, MAY 21, 1918

NEW TRIAL DENIED MOONEY

FIRE TOLL $2,000,000

ROLPH TO ENTER GOVERNOR RACE

MAYOR TO U. S. SINN FEINERS

U. S. PROBES RUN AFTER MET HUN AGENTS, ORIGIN OF PRIMARY SAY AUTHORITIES BIG FIRE

WHERE THE FLAMES RAGED

JAPAN-CHINA SIBERIAN WAR PACT SIGNED

BRITISH ADVANCE POSITIONS

EXTRA

U. S. ASKS HUNS FOR CONFERENCE ON PRISONERS

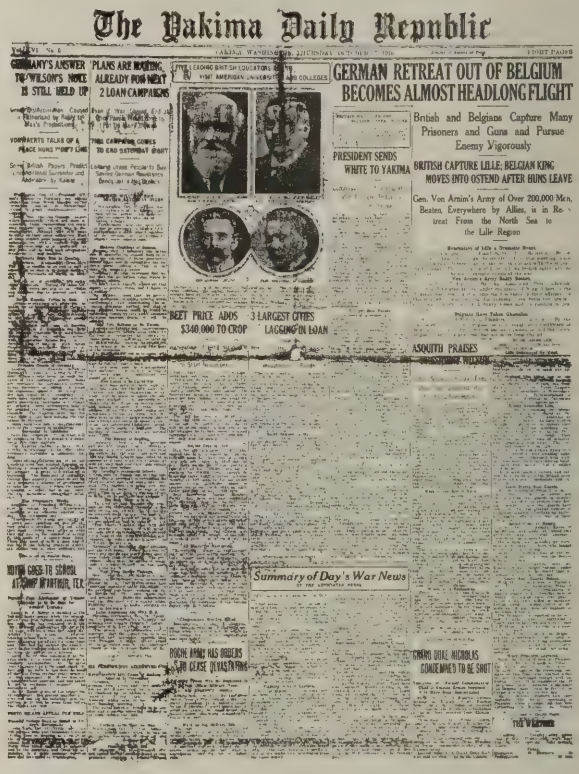
IRON WORKER WINS PRIZE FOR RIVETING

Church Union Planned By Presbyterians

DUTCH STOP SAILINGS OF ALL VESSELS

No. 8

columns. It is like meeting again with a long absent friend, to look upon theese familiar columns, in which many of the display lines are familiar. How very attractively (and sanely) the Republic is made up may be gained by a study of the accompanying reproduction (Exhibit 9). W. W. Robertson, the able editor and publisher of this sheet, was ever a strict advocate of modest faces for newspaper headlines, as well as for display in advertisements, and the beauty and sanity of such a theory is well exemplified in this fine daily of his. Mr. Robertson is a keen thinker and possesses the ability to express himself editorially in crisp, telling sentences. His editorial department is, therefore, ever one of the most pleasing departments of the paper. Brother Stephens is certainly doing some very creditable work in the ad alley, service, speed and simplicity being governing elements in construction. Exhibits 10 and 11 are pleasing samples. It is agreeable to note that the Republic is one of these wise sheets that practices what it preaches, in that each issue contains advertising for the paper itself. Exhibit 12 shows how



The Yakima Daily Republic

GERMANY'S ANSWER TO WILSON'S NOTICE IS STILL HELD UP

PLANS ARE MAKING ALREADY FOR NEXT 2 LOAN CAMPAIGNS

GERMAN RETREAT OUT OF BELGIUM BECOMES ALMOST HEADLONG FLIGHT

British and Belgians Capture Many Prisoners and Guns and Pursue Enemy Vigorously

PRESIDENT SENDS WHITE TO YAKIMA

BRITISH CAPTURE LILLE; BELGIAN KING MOVES INTO OSTEND AFTER HUNS LEAVE

Gen. Von Arnim's Army of Over 200,000 Men, Beaten Everywhere by Allies, is in Retreat From the North Sea to the Lille Region

BEET PRICE ADDS $340,000 TO CROP

3 LARGEST CITIES LAGGING IN LOAN

ASQUITH PRAISES WOODROW WILSON

Summary of Day's War News

No. 9

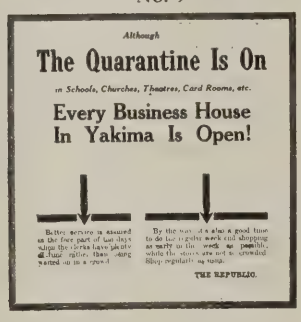
cleverly the late ban in consequence of the Spanish influenza epidemic was seized as an opportunity to urge continuance of business. The Republic offers a thorough news-service, and about the only suggestion I could make to improve the paper generally, is, cease permitting advertisers to dictate the mechanical makeup, by refusing to grant any "preferred" position, and adopt the "triangular" method of making up. Thus the pages will become neat and orderly in appearance, and, at the same time, the greatest possible number of advertisements will appear in positions "next to pure reading matter."

The crowning glory of the Randolph, Wis., Advance, by Browne & Williams, is its first-class print. Another highly commendable virtue is the perfectly correct "triangular" makeup maintained throughout the four home-printed pages. Some very good faces are available for the advertisement work, but the principal fault seems to be the employment of too many different series in individual advertisements. The ads are readable, but not always correctly displayed nor artistically fashioned. They lack design, due, apparently, to the fact that the compositor has not yet fully grasped the secret of "massing" or "whiting out," as it is sometimes called. This is a very difficult matter to explain verbally, and can be best and most comprehensibly exemplified by actual

Barnes-Woodin Co.
Friday Bargain Day
Women's $4.50 Black Kids Shoes $3.95
Laces' $5.50 Kid Shoes —$4.69—
Women's 75c Outsize Hose, 65c
Children's 98c Vests and Pants, 75c
Women's $1.98 Muslin Gowns, $1.17
Sale of Boudoir Caps 59c
Bargains in Boys' Shoes
Untrimmed Shapes at $2.98
Up to $29.50 Dresses —$23.95—
$4.00 Wool Finish Blankets $4.25
Attention of All Men!
Friday and Saturday
Remarkable Sale Handsome Dress Hats
$1.98 - $2.48 - $2.98 - $3.25
Boys' $10.50 Suits and O'Coats $8.95

No 10

No. 9


Although
The Quarantine Is On
in Schools, Churches, Theatres, Card Rooms, etc.
Every Business House In Yakima Is Open!
Entire security is assured in the first part of last days since the clerks have plenty of fresh air here. Then during rainy spells
By the way, it also a good time to do last minute work and shopping as early in the week as possible, while the stores are not crowded. Shop regularly as usual.
THE REPUBLIC.

No. 12

examples. Advertisements in the pages of the trade journals comprise one of the best courses of study for printers who wish to improve their style in this respect. The Advance receives a liberal support from local business men, and in return the paper is giving a fairly good news-service. The editorial work proper, by Brother Williams, is creditable, usually on topics of interest and always fair and conservative in tone. It seems to me the first page of this sheet is a trifle dull. Would suggest the adoption of a head "style card," uniform in face, and the use of more of these each week, made up in well balanced form, together with neatly boxed squibs now and then. Such features in a front page are like spice in a pudding.

* * *

A very attractive page, because it was illumined with red ink among the heavy masses of black, and one that was actually artistic, although it comes strongly under the criticism offered in the foregoing paragraph, concerning waste of white paper in gigantic display lines, is this of the San Francisco, Calif., Bulletin. Continuing the thought of extravagance in headlines, there is really no demand for such type in a newspaper, which is not supposed to be read at any great distance, although I must admit such headlines are very convenient for the man in the rear seat who has no newspaper of his own and is therefore obliged to forage his news out of one in the hands of a passenger in the front of the car. One of the blessings to come out of victory for the allied arms "over there," to which I look forward with impatience, is the disappearance of these "scare heads." But, then,

DEARBORN COUNTY FAIR HAS BEEN POSTPONED INDEFINITELY
THE LAWRENCEBURG PRESS
VOL. LXIX, NO. 42 LAWRENCEBURG, INDIANA, THURSDAY, OCTOBER 10, 1918 $1.50 A YEAR
TRANSACTIONS AT COURTHOUSE
LIEUTENANT JAMES WEDS AT WAYNETOWN
Keeping the Money at Home
ABUNDANCE OF FOOD PREDICTION EXPERT
RIVER PROBLEMS AND PROJECTS
FRANCHISE LEAGUE ORGANIZED
CITY COUNCIL PROCEEDINGS
TAKE PROMPT ACTION FOR PUBLIC WELFARE
PROHIBITS HOLDING PUBLIC MEETINGS
JAMES A. CALLAN DIES AT AGE OF 63
DEATH TERMINATES HAPPY MARRIED LIFE
LIBRARY NOTES
WILL SEND FIFTY MEN TO SOUTHERN CAMP
Donated 5,194 Garments
Dearborn Voter Past 100

No. 13

I am wondering what some of the modern dailies will do for something with which to fill their front pages when the world is once again wrapt in peace. Despite these rather caustic remarks, I am impelled to offer the Bulletin my compliments for the very fine array of contents and the very fine manner in which everything is handled mechanically. The pages of this sheet are unusually artistic typographically, print first class, makeup correct, editorial work strong, and advertisement composition high grade.

* * *

Again, after many moons, I have here under consideration, another copy of the Lawrenceburg, Ind., Press. Always an interesting publication, the Press is still holding up well to its old-time standards of excellence. The creditable first page is shown as

Exhibit 13. I deplore the conspicuous lack of a department of editorials, without which a newspaper is like a man without an opinion or the courage to express one. This is a well printed sheet and its mechanical makeup is correct, inasmuch as that all displayed matter is relegated to the right-hand side of pages, but the larger spaces appear at the top instead of at the bottom, hence the triangular effect is bound to run the wrong way, actually depriving the reader of the column tops, instead of reserving them to him, to whom they rightfully belong. One remarkable feature in this specimen, which attracted my notice, is that, in place of a "running head" over the various pages, the home-printed pages have a quotation from the scriptures over them. The three such quotations in this issue are excellent. They are: "Wherefore think ye evil in your hearts?"—Matthew ix:4; "For, as he thinketh in his heart, so is he."—Proverbs xxiii:7; "I will fear no evil, for thou art with me."—Psalm xxiii:4.

SHOWING YOUR GOODS

BY EDGAR WHITE, MACON, MO.

To build advertising patronage for a newspaper it is as necessary to carry a line of "samples" as it is for a grocery or clothing salesman to do so. The man who runs around town of a morning, pokes his head in the store and asks the merchant "got anything for me today," will likely get nothing. But if he has with him a book of suggestions compiled from advertisments he has run in his paper he will be able to interest nine men out of ten.

We have in our office a rather ingenious foreman. Last year he got a lot of rules and cuts together and set up a rather attractive dummy for a New Year's spread. It looked like he had wasted an immense lot of time on the job, but he said:

"There are twenty-four spaces for business cards in this dummy and at one dollar a throw it will bring the shop $24, which is $7 more than the regular paying rates."

"But people won't pay a dollar for a little space like that," I objected.

"Try 'em," replied the foreman.

The artist pulled two or three nice proofs of his job and I took it around and showed it to the merchants. The thing did its own talking. Only one man out of the twenty-four turned the proposition down.

Of course, a store run along systematic lines has some man connected with it who is an advertising specialist and who attends to preparing the copy for the paper. They are what is known as the regulars, and all you have to do is to send out for their copy. But the thing that interests newspapers most is the securing of new business; inducing merchants who have been only spasmodic advertisers to come in.

You can almost always reach the indifferent advertiser by showing him a form adapted to his business. I have won over some of the hardest customers in our town by voluntarily writing out advertisements for them and submitting them for approval. The average small town man would rather take a licking than write an advertisement. Even when he realizes the importance of letting people know what he has he will put the solicitor off from day to day, waiting till the spirit moves him. One of the best customers is the son of a man who didn't believe in advertising. A few years ago he carried a handful of goods in a small store. Like his father, he didn't take much stock in advertising, but an attractive form shown him one day induced him to take a shot at it. I guess the result was all right, because he told us to repeat the dose next week. The small merchant became in our office a sort of try-out on the policy of systematic advertising. He got so he let us make a big spread for his Saturday sales nearly every week, and on that day his store was jammed with customers from town and country His business has grown enormously and he has finally acquired the knack of writing his own advertisements. He is wise enough to realize the big asset his name has become, and he always has it set in large letters in his advertisements.

Of course, the best talking point the solicitor has is the appearance of his newspaper. It is the real sample of the goods he has for sale. The well-set advertisements talk more eloquently than subscription claims. The merchant intuitively feels that a well-printed newspaper, with attractively set ads must necessarily have a good circulation. Being a man of judgment he recognizes the superior pulling power of his announcements when they are typographically correct.

During the war there was a good deal of talk about economy, conservation and the cutting down of expenditures, but I noticed that through it all business men were desirous of getting the best possible service. They were willing to pay the price for printing if you could give them what they wanted. The general run of patronage was even better than before the war started, but it went to the men who worked it up and who met the changed conditions with good judgment.

The hardest time of the year for the country publisher was directly after the holidays. Merchants figured that the people had spent about all they cared to spend and that they would keep their purses shut tight until the spring openings began. That wasn't a very pleasant situation for a newspaper. But the merchants smiled and said that's what happened every year. They didn't seem to be a bit worried. The condition was accepted as something that was ordained with the foundation of the world and that could not be changed.

We worked out specimen sheets and showed all sorts of attractive advertisements in the magazines and trade journals, but they only shook their heads and smiled.

"It's the off season," they said. "You can't force business when the people won't buy; to advertise now would be throwing money away."

The county was a large and productive one and the population above the normal Missouri county. There was a vast coal region within arm's reach, and thousands of men employed there. We knew these people were in constant need of supplies and were getting them somewhere. Investigating the situation we discovered that tons and tons of mail order catalogues were dumped into this rich section during and directly after the holidays. The astute men at the head of the foreign houses had wisely figured that the local merchants would get cold feet on advertising in accordance with their habit directly after the holidays, and that that was the time for them to make a killing.

The matter was brought to the attention of the home merchants, and a sort of crusade for home buying was started that helped some, but it did not entirely eliminate the situation. The real trouble seems to be that a great many country merchants have year by year accepted it as a fact that there will be no business worth going after for a month or six weeks after the holidays, and they thereby lose an opportunity that they might as well enjoy. For some stores that six weeks means all the difference between profit and loss in the year's business. It's like maintaining a compact battle line all along the battle front, and then suddenly withdrawing for a spell without any reason.

When I spoke of the matter to one of our local merchants the other day he said:

"I believe the best time to advertise is when the other fellows are out. This season I am going to cut down on my Christmas advertising, and after the holidays am going to go after business by advertising harder than ever."

If he sticks to his plan he may bring to the shrine of advertising some important knowledge.

CHRISTMAS GREETINGS

From Guy U. Hardy, President National Editorial Association

Christmas Greetings to members of the N. E. A. and to Newspaper folks in general.

This should be a happy Christmas Season for all of us—especially for newspaper folks.

War has come to an end.

Peace reigns in the World.

Our Boys are coming home.

Restrictions on Business are being loosened up and Christmas Business will be good.

Regulations of newspapers are being withdrawn or modified. You can now start in building up circulations.

The foreign advertiser is coming out of his hole again and will spread a lot of busines around before Spring.

With the return of many soldiers labor problems will ease up and printers will become more plentiful.

With the labor problem improving in the industries paper stocks will be built up and prices forced down.

Income tax will be high this year, but it has reached its peak, and will gradually be reduced.

War Work is letting up and the Editor can devote more time to business or take a much-needed vacation.

War Work and Propaganda Copy is not so burdensome and mails are lighter so the Editor will have more time to read his neighbors' newspapers—and to fill his own paper with home news. He may even find room now, occasionally for a local poem.

George Creel is on the high seas or in foreign lands—Thank God.

So we have much to be happy over and our Christmas should be a Merry one.

And I wish you all a Happy New Year.

The year 1919 should be a prosperous one with newspaper publishers—as the past has been with most newspaper folks.

Wise publishers have adjusted selling prices to War costs.

Wise publishers have not been losing money through War costs and conditions. The War did not hurt many publishers after all, though it did give many a bad scare.

Don't readjust prices to new conditions too rapidly. In the main printing and advertising prices have been too low. Publishers have not in the past been making the profits justified by the investment, hard work and service rendered. An occasional doctor, lawyer, farmer and merchant in every community have been able in the past to retire from business and enjoy old age in modest comfort. Why should not the local editor look forward to the same happy privilege?

I know a country weekly in Illinois which advanced its subscription rate to $2.00 per year in 1863

on account of War Cost and the price never came down. Father passed the paper to son, who runs it now, and the price of $2.00 goes on. This country weekly has a circulation of 6,500 and the editor made $11,000 net profit last year. He will retire one of these days to his beautiful farm home and let his son run the paper—but the price will not be reduced.

Never be afraid of the cheap rate publisher or the cut price printer. They always go broke and retire from the field.

Don't try to force printer's wages down. They have always been too low. They are not too high now, in many fields.

War news has built up circulation everywhere. These enlarged circulations can be maintained if properly cultivated. Local news and neighborhood news should be more largely developed as the War news flattens out.

Officers of the N. E. A. are actively at work on the plans for the 1919 Convention. It will be held in the Northwest. Meetings will probably be held in Vaucouver, Victoria, Seattle and Portland. The trip out and back will be a magnificent one. If our present plans succeed, the expense of the trip will be kept down to a sum that will surprise you. This will be a trip of a lifetime. Begin now to count the cost of the trip in your expense of doing business. It will be the best investment to your business you can make for the coming year.

So with the big War over and with prosperous days ahead, let us all be happy and gay in this Christmas Season.

CHRISTMAS GREETINGS FROM THE SECRETARY OF THE NATIONAL EDITORIAL ASSOCIATION

Wessington Springs, S. D., December 10, 1918.

EDITOR NATIONAL PRINTER-JOURNALIST:

As we approach the portals of a new year, it is fitting that we look over the pages of the past; refresh our memory of the things we have done and those left undone and prepare ourselves for an active and profitable year to come.

The scourge of the terrible world's conflict is over. It has caused much anxiety to the brethren of the press and some hardship, but out of it all there has come to us many valuable and profitable suggestions that should prove a lasting benefit.

Having these matters of constructive progress in mind, permit me through the medium of your splendid publication and the Official Organ of our great organization, to extend to the members of the National Editorial Association at this joyous season, my most grateful thanks for their good will and cooperation of the past; to wish them all prosperity in their undertakings; peace, happiness and good health for their pathway and friends for their fireside, and the merriest Christmas and the happiest New Year they ever enjoyed.

I also desire at this time to appeal for more active and cordial support of our association. Out of the reconstruction is coming a new era and we must be prepared to deal with the problems ahead of us. Let us remember that in organization and fellowship lies our strength and our ability. We must be united in one great body.

The National Editorial Asociation is well equipped for the work. It needs more than spasmodic support from the publishers of this country. In your plans for a successful future hold your membership more sacred and be prompt with your annual dues.

While guarding your interests, funds are necessary and as essential as the lubricating oil in your machinery. The results in 1919 will depend largely upon the membership.

I sincerely hope that there will be no hesitancy in commanding the services of this office.

Cordially yours,

GEO. SCHLOSSER,

Secretary National Editorial Association.

EMPLOYEES REWARDED FOR FAITHFUL SERVICE

The Oswego Machine Works, of Oswego, New York, makers of cutting machines exclusively, has a method of managing employes which might well be adopted elsewhere. The management awards faithful employees in a tangible way and also honors them with the issuing of service certificates. Recently one of the most faithful and valuable employes of Oswego Machine Works, Joseph A. Schickling, was presented with a Twenty-fifth year certificate, the works being shut down for the presentation ceremony. The certificate reads as follows:

"This certificate is an acknowledgment of Joseph Schickling's long and honorable connection with the Oswego Machine Works, and in a small way an appreciation of faithful service and constant effort to help improve the quality and quantity of its output.

"Oswego Machine Works has not only to be proud of its record in building machines of such high quality that they have passed successfully and repeatedly the rigid specifications of the many governments it has served but has a still greater reason to be proud of the association of so many individuals of ability and character for so long a time working together for each others best interest.

"The sum of $ has this day, 19 been credited to your account.

"The full amount is payable to you personally in cash at the end of ten years from this date on surrender of this certificate (in case you desire to withdraw it at that time), or is payable at any time to your estate immediately in case of your death, upon presentation of this certificate properly endorsed at Oswego Machine Works' office.

REPORT OF THE SECRETARY OF THE UNITED TYPOTHETAE OF AMERICA

By Joseph A. Borden of Chicago

(Presented to the Convention at Cincinnati, Ohio, September 23, 1918)

Concluded from November Number

In order that the maximum benefits may come to the printing industry from the information conveyed by such surveys, it would seem desirable that the members cooperate more generally with the National office and be required to send, as a part of their annual cost reports, the data from which these surveys may be compiled.

Sales		$18,958,475.56
Mechanical payroll	$4,481,302.41	
*Department expense	2,459,391.07	
†Overhead	3,467,538.95	
Material	6,802,940.52	
Total cost		17,211,172.95
Profit		$ 1,747,302.61

*Total of Department expense and Overhead equals 132 per cent of the Mechanical Payroll.

†The profit equals 9 per cent of the Sales.

Three Year Plan Experimental Work

Anticipating the culmination of the Three Year Plan, which has been under way for the past two years, and in view of the urgent and insistent demand from many localities for the Typothetae program, it was determined by the Executive Council at the beginning of the present year to set in motion a thorough demonstration of the Plan as a logical and workable undertaking.

It was the desire that when all the details of the plan should ultimately be put into motion, it would be possible to go ahead free from doubt or uncertainty as to the proper course to be pursued and that there might be no waste of energy or funds in costly and unsuccessful experiments. In this work every financial and mental resource of the Organization was brought into use.

Several men of experience and ability were employed as demonstrators, after a period of training at the National headquarters, and were sent into a number of communities to form local organizations and to carry out the activities contemplated in the Three Year Plan. The method of procedure was first, for the organizer to go into the communities and point out to the printing industry the aims and purposes of the Plan.

The next step was the taking of a complete census and survey of the printing industry which showed the investment, sales, cost of doing business, and all other facts which would enable the organizer to make an analysis of the industry as a whole, as well as by classified groups. This census and survey would reveal at a glance the Condition, the Cause and the Cure. The disclosure of conditions made it possible for the organizer to suggest the necessary remedy.

At this stage it was pointed out to the printers that if they meant business, were willing to adequately finance their work, and ready to avail themselves of the helpful service tendered them, it would be necessary that they oblige themselves to go through with the program.

Upon a favorable response to these suggestions, the next step was the making of a local budget of Receipts and Expenditures which provided for the expense of all the activities and the source and amount of the necessary revenues to carry out the Plan. The budgets of the several cities so organized aggregate more than $76,000 per year.

In each instance an interlocking three-way contract was required and entered into for the three-year period, binding the National Organization to the performance of its organization and its members, binding the local organization and its members, binding the local organization to carry out all details of the three-year agreement, and further, obligating each individual member to carry out his portion of the program.

The requirements of each local member are, that he will, for the full three-year period, pay into the local association the amount apportioned to him and that he will comply with all the requirements of the Three Year Plan; his agreement further providing that for the first year he will have the Standard Cost Finding System installed in his plant; that he will furnish one or more students in the Standard Estimating Course; that he will provide one or more students in the Standard Salesmanship Course, and that he will faithfully engage in all the other activities which may be provided for the first and subsequent years.

Each local member pays a specified sum as dues monthly, and this one lump sum provides him without additional expense all the service mentioned, including expert advice in the maintenance of his Cost System work, in addition to the service of all kinds provided by the local association and the service of the National.

It is pointed out to the local printers that it is necessary for them to work out their own salvation and to provide all the funds necessary to carry out their local undertakings, and that they cannot expect the expenditure of a single dollar from the National Three-Year Fund for local purposes.

They are advised further that the Three Year National Fund is to be expended solely and entirely in spreading throughout the country the gospel of helpfulness and education, pointing the way of success to them and supervising their efforts by the trained men who will be working in their respective communities.

As soon as a community was organized, a trained executive secretary was sent to conduct the work under the direction of the local association.

This was followed by cost accountants from National headquarters, who immediately began the installation of the Standard Cost Finding System in the plants of all the members. After this cost work was finished, provision was made for its continuance and supervision.

Classes were then formed for the study of the Standard Estimating Course and the Standard Salesmanship Course, and all of the other activities put into motion as provided by the Standard local organization chart.

Already the Standard Cost Finding System has been installed in several hundred plants and the work is still being continued by the Typothetae cost accountants.

The classes now formed for the educational courses in the new organizations include nearly 1,000 students. Several hundred individual students outside of the classes have also arranged for taking the educational courses during the coming winter.

In order that the local secretaries or their assistants may be properly trained to conduct in the educational courses, the National Organization, without charge, graduates them from the Typothetae School of Printing at Indianapolis.

The foregoing outlines a constructive program for local divisions of the Typothetae with far more definiteness than has ever heretofore been attempted by any trade organization. The operations of local printers' associations and necessarily circumscribed unless they are affiliated with the National organization, which, by reason of its wider horizon and greater resources, is enabled to give to the local organization a broader degree of inspiration, direction and supervision, than the local organization, without affiliation, could ever hope to attain.

Furthermore, by reason of the National organization's co-operative strength it affords a means of protection and support. It becomes at once the great parent body that furnishes the sympathy of motherhood, the protection of fatherhood, and thus nurtures the industry toward a prosperous maturity.

New Local Divisions

From the standpoint of increased membership the work of the field force, which has been demonstrating the Three Year experimental work, has been most gratifying.

Twenty-two new local divisions have been formed with a total membership of 456, as follows:

Atlanta,	Rockford,
Cincinnati,	Sacramento,
Denver,	San Jose,
Duluth,	South Bend,
Elgin,	Spokane,
Fort Wayne,	Stockton,
Marion, Ind.,	Tacoma,
Mobile,	Toledo,
Muskogee,	Trenton,
Niagara Falls,	Tulsa,
Portland, Ore.,	Wichita.

Present and Future Activities

It is fully realized that the extension of the enlarged activities of the Organization must be a matter of gradual growth rather than an attempt to immediately spread the work to every section of the country.

While it is contemplated that ultimately every district in the United States shall be fully covered, the policy will necessarily be to get the work started in one district or zone at a time and then to gradually extend it to others as soon as a force of field men can be trained.

The men who are now employed in the field have had special training and experience which qualifies them to render effective service. In order that other men may be properly trained to take up the work in new fields, they are first required to spend some time at National headquarters in making a definite study of their duties and responsibilities. They are then sent to work under the trained men in the field where they gain by practical demonstration further knowledge which fits them, when alone, to form organizations in new communities.

Organization Manual

An Organization Manual has been prepared for the guidance and instruction of all those who are in any manner to be engaged in the organization work, including the field organizers, cost accountants and local secretaries, in order that all of them may conduct their operations in a standard, uniform manner, the purpose being to establish standardization and uniformity throughout the whole industry.

To further accomplish this purpose, provision has been made for holding semi-annual conferences to be attended by the entire organization staff and the local executive secretaries. It is expected that by this means all of them will become more proficient in rendering a uniform service to the industry.

It is most earnestly urged upon all of the Typothetae divisions now in existence that they take upon themselves the cost and educational features of the Three Year Plan, in order that every branch of the National organization will be pursuing the same course to aid the whole industry to put into practice standardized methods. The National headquarters will be glad to send members of the field staff to give the necessary assistance.

Creative or Direct Mail Campaign

All of the activities above set forth are only the stepping-stones to the greater things to come and will prove a very necessary foundation on which to build the creative selling or direct mail advertising department.

Owing to the present conditions which make it essential that paper and other supplies, as well as labor, be conserved in every possible way, the time would now seem inopportune to enter actively on the direct mail campaign. It is imperatively necessary, however, that steps be taken without delay to outline and prepare the campaign for launching, to be in readiness to meet the changed conditions when they come.

In order, therefore, to be prepared to emerge into the creative or direct mail campaign at such time as conditions may warrant, several important steps looking to this end should be inaugurated at the present time. A man of proper qualifications and experience should be employed to outline the necessary campaign, prepare a creative or direct mail manual to be used for the guidance of the entire printing industry, perfect a clearing-house of expert advertising information, prepare the outlines of the lectures to be delivered before organizations composed of buyers of printing, to direct the publicity and advertising of the organization itself to those printers not now members,—to bring to the attention of the buyers of printing the fact that Typothetae members can best serve their interests through superior knowledge and service, and begin the collection and arrangements of traveling printing exhibits to accompany the lectures to be employed later on.

He could take charge of the interchange of specimens of creative printing and direct advertising to be collected from printers in all parts of the country and the redistribution of such specimens to the libraries of the local organizations, for the information and study of the members and their customers.

A very proper function of such a man would be that he take charge of the creative or direct mail department of the monthly Typothetae Bulletin, which is soon to be enlarged and which is to reach the printers in all parts of the country.

Officers and Committees

It is doubtful indeed if this Convention and the organization membership as a whole fully realize and appreciate the vast amount of thought, time and energy given to matter affecting the printing industry by the officers and committees.

The Executive Council has held five meetings during the year. The men comprising that body have not only spent several days going to and coming from each of these meetings, but most generously have served you constantly and faithfully, and responded to every call that had for its purpose your betterment.

In addition to attendance upon these meetings, President Moulton, Chairman Southworth and Treasurer Gage

have made six additional visits to the National headquarters for conference on matters of vital importance to you.

Chairman Southworth has evidenced his earnestness in serving your welfare by making almost daily visits to the National headquarters.

The Office and Field Staff

The National Organization is most fortunate indeed that it has been able to avail itself of the service of the following personnel comprising the office and field staff, who have at all times rendered loyal, intelligent and effective service to the organization:

W. Van Hinkle, Assistant Secretary and Office Manager, in charge of cost and accounting activities and educational extension;

Edward T. Miller, Assistant Secretary: Organization and Membership Director;

R. K. Mead, Auditor and Purchasing Agent;

Walter K. Tews, Director of Service and Research Bureau, and editor of the monthly Typothetae Bulletin;

Miss Gertrude K. Micon, in charge of stenographers, typist and filing;

F. W. Fillmore, in charge of field auditing and cost accounting;

B. H. Noyes, field representative, central zone;

W. R. Colton, field representative, eastern zone;

Harry S. Stuff, field representative, central western zone;

Jos. M. Anderson, field representative, north Pacific Coast zone;

Thos. W. McGlaughlin, field representative and cost accountant;

J. J. Kerwin, field representative and cost accountant.

This opportunity cannot be overlooked to make special reference to Mr. T. G. McGrew, in charge of the Typothetae School of Printing at Indianapolis, who has acted in perfect harmony with the National office and rendered valuable assistance in the educational activities of the organization.

Each and every one has been imbued with the idea of rendering unselfish service and has measured up to every requirement, fully realizing that by so doing he was being made one of the channels for the uplift and advancement of the great printing industry.

Conclusion

In advancing the organization's work it is found that that state of mind which makes one a law unto himself, disregards the rights of others, looks upon a competitor as an enemy and adopts the policy of aloofness from those engaged in the common industry, is slowly but surely giving way to a higher and better mental attitude.

One by one, as the truth is brought to them, the printers are learning that only as they awaken from their dream of selfishness and envy, and plant themselves squarely upon the true basis of an unselfish desire to purpose to be of service in the great organization movement of the Typothetae, can they hope or expect to reap any good to themselves.

Your officers, your committees and your employes have in season and out of season, manifested this spirit in your behalf. Will each of you do as much for your industry and your organization?

SCOPE AND INFLUENCE OF THE INTERNATIONAL ASSOCIATION OF TEACHERS OF PRINTING

By Joseph A. Donnelley, President

When the organization of the International Association of teachers of Printing was being effected a common question from educators all over the country was, "Why an association composed only of printing teachers?" This was usually followed by, "Why not affiliate with already existing organizations of teachers?" This introduction is intended as an answer to both queries.

Printing, although one of the most popular subjects introduced into the school curriculum, is the least understood, from a technical standpoint, by educators in general. The teachers of printing, being mostly recruited from the shops, very often were untrained in the science of teaching. Consequently, courses of study and methods of correlation with academic work varied in nearly every school. Convinced, because of the lack of technical knowledge among the "men higher up," that they would be compelled to work out their own salvation, those engaged in teaching printing formed an organization for the purpose of standardization.

An organization called "The International Association of Teachers of Printing" was formed in 1915 with the definite purpose of interchanging ideas and standardizing courses of study and equipment. The first convention was held in the Hotel McAlpin, New York City, April 16, 17, and 18, 1916. From the beginning, this association has been a prominent factor in the school-printing field.

The aim of the association is to foster the exchange of plans and experiences among teachers, different from the past antiquated policy of each man hugging to his breast his two or three trade or professional secrets. This association is the printing teachers' court of last resort for the solution of all problems.

The objects are: The interchange of ideas and opinions among teachers of printing in the United States, British Isles and Canada; investigation and recommendations looking toward a standard course of study in the various classes, and the encouragement of printing as a school subject in the graded schools and high-schools and in trade schools or apprentice schools.

Committees have been appointed to investigate and make recommendations for a standard system of instruction in the grades named below. The method now in vogue is that each teacher works out his own

system, which, of course, is not always the best. The beginner must make the same errors that his predecessors made. A recommendation of the best from the various methods would help them do better work.

Membership in the organization is drawn from the following kinds of schools:

1. Prevocational or Graded Schools: In these schools printing is a form of manual training—an aid to cultural education.

2. Vocational Schools: These include high schools with vocational classes, trade-schools, institutions of various kinds, or any other school where an attempt is made to teach printing as a trade to boys who are not regularly apprenticed to the printing trade.

3. Continuation Schools: Here instruction is given to boys apprenticed to the printing trade. Work of this nature may comprise "part-time" schools, in which the apprentice spends a part of each day or a certain number of days per week or month, and the evening schools, in which boys spend a certain number of hours per week after working hours.

Some object is needed to solidify our membership into one harmonious working unit. A paper of our own may be published from time to time, and should be printed successively by the printing teachers of various schools.

This publication will develop professional pride and foster a spirit of closer companionship. It should aim not merely to record the happenings in schools and colleges and to furnish items of interest to members wherever situated, but also to present instructive articles on teaching affairs, to arouse an *esprit de corps* in the association, to create greater coöperation, coördination and efficiency in the teaching force, with the sincere hope that the effectiveness of the association will be increased to its maximum.

A part of our energy might be most profitably given to the work of extending our special field. The more schools which add printing to their courses, the greater will be the demand for experienced teachers.

For the greater convenience of members, the association has been divided into two sections—Eastern and Western. Separate meetings are held and a general convention is suggested at intervals of four years, to take up matters of national interest that demand attention.

The Eastern Section extends from the Atlantic Ocean to a line running east of Chicago. It includes New Jersey, Michigan, Pennsylvania, New York, Massachusetts, Ohio, Virginia, West Virginia, Kentucky, Connecticut, North Carolina, South Carolina, Washington (D. C.), Maine, New Hampshire, Vermont, Rhode Island, Delaware, Georgia, Florida, Alabama, British Isles, and Canada. The Western Section includes Missouri, Colorado, Montana, Illinois, Iowa, Minnesota, Oklahoma, Kansas, Nebraska, Texas, Iowa, South Dakota, Arizona, Indiana, North Dakota, Utah, Idaho, Wisconsin, Mississippi, Louisiana, Arkansas, Oregon, California, Washington and New Mexico.

Any person, regardless of the phase of education in which he may be engaged, who teaches any branch of the printing trade, or those allied with the printing trade, is invited to join the association.

Each year, since it was organized, this association has grown in size and importance, until today it is generally recognized as the leading shop-teachers' organization in the country.

Conscientious and intelligent effort has continuously been directed towards making the courses more complete and more practical and educational to the student, until today the courses taught in the schools are considered as the standard by men who are thoroughly versed in printing knowledge and who occupy prominent positions in the printing field.

At no time has the logic of coöperation in the teaching of printing has been so evident as it is today. We should all be exponents of coöperation is one of the principles upon which our organization was built, coöperation should distinguish the teachers in their relation with one another.

International Officers: President, Joseph A. Donnelly, 444 W. Fifty-seventh Street, New York, N. Y.; Secretary, Ralph W. Polk, St. Joseph, Mo.; Treasurer, Thomas Sommerville, Bayonne, N. J.; Organizer, Frank K. Phillips, Newark, N. J.

Eastern Section: President, R. Elmer Throssell, Cleveland School, Newark, N. J.; Vice-President, Charles N. Walker, Detroit, Mich.; Secretary, Lawrence A. Pendergast, 130 Windsor Place, Brooklyn, N. Y.; Treasurer, Harry E. Milliken, Holyoke, Mass.

Western Section: President, Prof. Frank H. Shepherd, Oregon Agricultural State College, Corvallis, Oregon.

The Printing Situation

PREPARING AND PRESENTING A PLAN FOR A DIRECT-BY-MAIL CAMPAIGN

By Charles L. Estey, Advertising Counsel, Monroe & Southworth, Chicago

(The following is part of a memorable address delivered before the recent annual convention of the United Typothetae of America in Cincinnati, Ohio.)

"Campaign" of direct-by-mail advertising is a campaign in which number of pieces of advertising literature are used in accordance with a prearranged Plan designed to accomplish certain results.

In some respects direct-by-mail literature is like the hand grenade.

Each piece must contain the right kind of ammunition, must be carefully timed and well aimed and the firing pin must be reliable if the shot is to be effective.

The haphazard or spasmodic use of direct-by-mail advertising is rarely resultful to any important degree. Greatest results are obtained when each shot in the campaign is fired in accordance with the campaign Plan. Guerilla warfare is never as effective as concerted action well directed.

There should be then, a well-defined Plan with a definite purpose behind it and running through it if direct-by-mail advertising is to achieve maximum profitable results.

* * * * * *

It is a waste of time for any printer or advertising man to evolve and try to put over an advertising Plan that will not fit in with the work of the sales department.

Fundamental work is always the most important because if the foundation be slighted the structure erected on it will be in danger.

It is self-evident that no one cut-and-dried plan exists that will fit all needs. Each individual campaign requires individual preparation through study and intelligent weighing of values.

Users of direct-by-mail advertising are keen for results. By the results obtained every campaign is judged.

Thus the Plan should be as complete, as error-proof as possible before presentation. Dependent upon the thoroughness of the plan and the knowledge of existing conditions and requirements will the advertiser be influenced and the campaign prove a success or a failure when put into action.

Assuming that a direct-by-mail Plan has been carefully prepared, there still remains the task of presenting it to the Powers-that-be—really, of Selling the Plan—of Putting it Over.

The deciding power may rest with an individual or with a committee. With some one who knows or with someone who thinks he knows.

Few direct-by-mail advertising ideas are *sold after* the Plan has been fully prepared. The *Idea* is usually sold first. This is especially true when the Printer is acting as the Advertising Counsel.

We may be called into conference in the first place or requested to present an idea upon which a direct-by-mail Plan can be builded to accomplish certain desired results.

After he has evolved an Idea he submits it to the prospective buyer. If the Idea is approved, he proceeds to work out the necessary plan of operation in all of its various details as outlined in what has already been said.

The *wise* printer, before going ahead with this working out in detail of the Plan, will have made an equable arrangement with the customer to take care of the cost of preparation. By doing this he advances himself in the estimation of the customer and relieves himself of speculative expense.

The printer who specializes on direct-by-mail advertising service is not out merely to sell jobs of printing as such. He is out to sell *ideas*—brains, and because *brains are worth buying they are worth paying for and the experienced advertising-printer knows it and takes honest advantage of it.*

When, therefore, he submits a basic *idea,* it is with the clear understanding that the Idea belongs to him and it not open to production on a competitive basis. Thus he is not the victim of unjust demands for expensive dummies, art work and estimates.

If the printer's idea is rejected, it is rejected *before* he has incurred any appreciable expense in time or money.

So, in a very real sense, the advertising-printer who has *brains* to sell and not merely paper and ink, has practically cleared the road to getting the order when his basic Idea is accepted. If his *Idea* is not acceptable and is not adopted, it then remains for the advertiser to get others to submit ideas and the best idea without doubt admits the one who supplies it, into the inner circle where thereafter he proceeds to work *with* the advertiser to prepare a workable Plan to exploit it.

Printers should not expect buyers of direct-by-mail advertising to invest their money in mere printing schemes. Genuine creative printing serves a double purpose: It provides the buyers of the printing with a new "tool" that has a definite producing value and it gives to the printing plant additional

business which previously had not existed. Unless the first purpose is accomplished the money value to the plant of the additional printing orders is very apt to be lost because of the dissatisfaction to the buyer.

Business houses almost without exception are hungry for advertising suggestions from any source if the suggestions give promise of creating additional business.

Creative advertising has "something to say." Any other kind is on the same plane with the new salesman who didn't have anything to say but *"had to say something."*

Original ideas speak for themselves. However poor a salesman he may be, if a man has a really new sales or advertising Idea that meets a certain business need and the heads of that business are wide-awake men, he can sell the idea to his profit with little effort.

So-called "Foxy" salesmanship comes in when a salesman has merely a printing scheme to put over. In these days such attempts are getting fewer because modern business men are keener of perception in advertising matters than they were years ago.

"Knowing how" to do a thing puts a man in the Expert class. If only a few men know how to do the thing as well as he, he has a right to Cash in on his Specialized knowledge.

A prominent banking institution in a neighboring city found one morning that the big vault could not be opened. Everybody who knew the combination tried it and failed.

They sent for an expert. It took him five minutes to do the trick. He sent in a bill for $100. One of the officers demanded an itemized statement, which, when received, read like this:

"For opening vault, Five Dollars,
"For knowing how, Ninety-five Dollars."

The printer or advertising man must be something of a salesman to be able to "sell" his ideas to the Board of Directors or to whomever is the deciding power.

Advertising is bought because the buyer believes its use will result in advantage of him. The advantage may be in pride of possession or in profit from new orders created by the advertising working with the sales force (or independently, as the case may be.)

If the printer or the advertising man has already sold to the buying house the basic idea, the task of selling the worked out Plan is much simplified because confidence in the Idea has already been established and the desire for possession aroused.

In such instances it would seem to be unnecessary to devote much time, effort and talk in selling the Plan in detail. The deciding power must pass upon the cost of carrying out the Plan, weighing the investment against the probable return in profits. But, as has been said, *confidence* having been established in the Idea and thus to a large degree, in the man who submitted and got the approval of the Idea, the details of the Plan may be left to the originator—the advertiser passing upon the several dummies or other pieces of literature simply as a matter of interest and coöperation.

Consideration of that part of our subject which relates to Presenting a Plan for a direct-by-mail campaign or in other words "How to Sell the Plan" may be reduced to a few simple statements.

"All selling language should appeal to the faculties of Judgment and Reason. It should compel the buyer—the advertiser—to think. It should demonstrate that the salesman (the Printer or the Advertising man) knows his proposition and believes in it in his very soul.

"The Idea he has to sell should create Desire and its manner of presentation should assist Decision.

"The Order Taker takes what is given to him by a Buyer who has previously made his own decisions.

"The Salesman is a Controlling Force, a Thinker, a Planner, a Student of men and affairs.

He should fortify himself with information so that he may be ready without an instant's hesitation, to answer questions.

Information—*Facts*—concerning the subject under consideration are the best ammunition a Printer or an Advertising man can be armed with.

"Students of Salesmanship have divided the processes or tactics of selling into three divisions—The Approach, the Demonstration, the Sale."

"The approach is divided into The Introduction and Getting Attention. The demonstration includes Arousing Interest and Creating Desire. The Sale is the joint product of Decision and Action.

"The Printer or the Advertising man cannot sell his offerings unless he gets Attention. He cannot secure Attention unless the person addressed wills it. But he can control that will through the power of a prepared personality."

A Sales interview is a business transaction. It is the salesman's most *important* business.

The buyer of advertising (he may be either one who knows or one who thinks he knows) is very likely balancing in his mind while the salesman is talking three factors:

Price, adaptability, results.

He probably has a certain though indefinite idea of what he likes and dislikes.

He wants to do the thing that did increase the business, he *hopes* for results from whatever action he authorizes. He thinks, and very naturally (especially in these days) of the *expenditure* of money.

It is right here that *suggestion* becomes an important factor, if the sales interview (the interview

to put over the Idea) is properly managed by the salesman.

When the request for an interview has been granted that interview is *yours* if you are the salesman and it is up to you to manage and direct it. You should so direct it that the *money-making results* of using the Idea you are presenting will become the dominant thought in the buyer's mind, instead of *expenditure.*

Finally, the man with an idea or a Plan to sell should not attempt to ride rough-shod over the ideas and preferences of the buyer. He should be tactful. The buyer may or may not realize that he needs your Idea. But he *does* want *Success*—especially success in the *results* from the proposed expenditure, and if through worth-while suggestions he can be shown "where" your Idea will help to bring this success about, the sale of the Idea, and later, the sale of the Plan based upon the Idea, is pretty sure to be made.

The printer or the advertising man whose customers can say that he gave them good suggestions and aided their business growth, will have a reference-backing so strong when he seeks new fields of endeavor, that it will assure him of positive success.

EDUCATION FOR PRINTERS

By Frederick W. Hamilton, Educational Director United Typothetæ of America, Boston, Mass.

WHEN, in 1913, the United Typothetae and Franklin Clubs of America accepted the epoch-making report of the Committee which had been appointed to investigate apprenticeship conditions in the printing industry and decided to make apprentice training one of the leading organization activities, it appointed a standing Committee on Apprentices. The importance of that action can hardly be over-estimated. Its form records the stage of thought and action reached at that time. The need of education for the industry was realized, but the clear conception of the problem extended only to the need of the trained apprentices who should later become more skilful craftsmen. It was a concrete expression, in very advanced form, on the part of one industry of the popular conviction that young people ought to be better prepared than they were for taking up the serious business of life in an industrial community, a conviction which was registering itself in the general and insistent, but very vague, demand for vocational education.

Schools of different grades and many kinds were experimenting in this new educational field. Some good work was being done in industrial schools. Some very excellent work was being done in shop schools in several industries, none better than that being done in the Lakeside Press. But no industry as a whole had even considered the problems involved. It was a long step in advance when our industry determined to take up these problems in serious fashion and provide the machinery for working them out. It was determined that the printing industry, at least, should know what it wanted and how to obtain it.

You have now a Committee on Education. The change of name registers the progress of five years. Your Committee had not been long at work before the magnitude of its task opened before it. It began to see that the problem was much larger than that involved in training apprentices. It was nothing less than that of education for printers. It involved plans for the better education of the entire personnel of the industry, from the youngest apprentice to the owner and manager of the plant. But plans and ideals are not enough. There needs definite and practical programs for the realization of the plans. After five years of work your Committee has certain very definite ideas as to what should be done and how to do it. These ideas I am to try to present to you today.

The first question was that of preliminary general education. A printing office is no place for an illiterate man. Old Sojourner Truth, famous in the annals of the Abolitionist movement once heard an address by a very callow parson. At its conclusion she laid a motherly hand on his shoulder and said, "Honey, I'd laik to tell yo' lots o' things, but yo' ain't got nothin' to take 'em away in." To change the metaphor, but not the idea, special training must be built on a general foundation. The training of the printer must be built on the foundation of at least a grammar school education. If he is to train for the higher grades in the industry, that foundation ought to be a high school or even a college education, as we shall later see.

The ideal system of apprentice training is doubtless an adequate system of practical training in the shop supplemented by academic training or book work, so called, in co-ordained schools. Under existing conditions, however, it is probably more practicable to make use of the many vocational schools existing or likely to exist, under public auspices. For the most part these schools are not now very good. They have, however, great possibilities.

A general survey of the conditions has been made and published in full in the Typothetae Bulletin and in the American Printer. It is sufficient to say here that the difficulties arise not from lack of good intentions, but because nobody has answered two vital questions: What does the industry want the school to produce? How may this product be secured? I say nobody advisedly. It might be supposed that at least the industry would know what it wanted and the educators would know how to obtain it but neither is true. The individual employer may know what sort of boy he wants the school to deliver to him. Only the boy after he has tried him out. The industries, as wholes, have not formulated their demand on the schools. Neither the individual employers, with perhaps a few exceptions, nor the industry has any idea how a desirable product can be fashioned. Failing guidance from the industry, the educators have groped for an aim and evolved methods from their academic consciousness with astonishing and often fantastic results.

I think it safe to say that the printing industry would welcome from the vocational school a boy who is well

grounded in the operation involved in setting book pages and making up a 16-page form and running it on a platen press, who is well enough trained intellectually to develop into an intelligent workman, who has some idea of the value of materials and of time, and who has a right mental attitude toward his work. This is as definite as any school aim of which I have knowledge. Your Committee is convinced, on the basis of actual experience, that it is perfectly practicable to obtain this product through a two-year course in a vocational school of high school grade, half of each day being devoted to practical work in the school shop and half to book work in the classroom.

Having offered an answer to the first question we are prepared to suggest an answer to the second. This answers the form of a definite curriculum for a course of two years and a statement of the equipment needed to carry it out. These have both been published and are accessible, but a brief statement may not be out of place.

The book work of the course consists of English, one hour a day for two years, design, one hour a day for a year and a half, trade arithmetic, civics, the history of printing, elementary trade science, and elementary accounting and bookkeeping, each one hour daily for a half year. This provides three book subjects every day for two years.

The bearing of these subjects is fairly obvious. Two deserve special comment. The study of civics should be based on a study of the group relationship in which the apprentice finds himself in the school (later the shop) and in the home. It is, I think, a mistake to base the study of civics on elaborate analysis of the Constitution of the United States, or of a state constitution or city charter and a discussion of the several functions of the legislative, executive, and judicial departments. Practical civics is a study of the group relations which develop around the individual and which involve his duties toward the other members of the group and the duties and relation of the group as a whole toward other groups.

I fancy many a employer will at once say, "Why accounting and bookkeeping? We are talking about apprentices, not office men. The less the apprentice knows about the office and of the business, the better for all concerned." It is certainly not intended to head the apprentice toward the office, but it is intended to give the ability to make the records and accounts which are closely connected with his part of production. It is also desirable on many accounts to teach him the elementary facts regarding the many elements which enter the selling price of a piece of printing and the underlying principles of the method by which this price is determined. This knowledge is needed to make him an efficient coöperative factor in production, to fit him for promotion, and to make him a contented and right-minded workman.

I trust I shall be pardoned if I dwell a little on this point. Some study of socialistic and related literature shows that one of the favorite points of attack of the agitator is the difference between the wages of a workman and the selling price of what he makes or even of his own time. You and I, who have studied cost systems, know the reason for this difference, but the workers in the industries do not, or at best have only a vague idea that there is something in them that has to be considered. The general ignorance on this point is so dense that certain agitators play upon it almost at will. Two years or more ago, when the Western Union Telegraph Company was on the verge of a labor trouble, the discontented employes were seriously told that the difference in the charge for a message between Boston and New York and the amount paid the sender and receiver for the time consumed in sending and receiving it was profit.

That is an extreme case, but the principle involved is important. Let us suppose that a compositor knows that it took him just one hour to set a job and compares what he is paid for that hour with the composing-room hour cost in that particular plant. As things stand today, how much of that is the average compositor likely to suppose to be profit? The common cry that the laborer is entitled to the product of his labor would cease to be an effective war cry if the laborer knew the facts. Much of the discontent of labor arises from the fact that labor as a rule, knows nothing about production costs. Ought we not to give our apprentices some general knowledge of the things which have to be bought and paid for before a piece of printing can be sold at a moderate profit? As has been shown in considering the subjects of civics, all the book work, if effective, must be closely related to the practical work. It is worse than useless to give English, design, science, and mathematics in the abstract way in which they are presented in standard high school courses and turn into the same classes boys who are studying a variety of vocational subjects. The book work must be presented in its relation to printing and the printer's needs. This will not detract from the cultural value of the subjects. On the contrary, it will stimulate intellectual interest by showing the industrial value of a cultivated and improved intelligence.

On the pratical side the course is three hours a day for two years and covers learning the case, setting the composing stick, composing lines and paragraphs, taking proofs and correcting, setting headings, etc., making up pages, imposing book forms up to sixteen pages, locking up the press, preparing for the press, making ready for printing (including setting gages, overlay, and underlay), and feeding the platen press. It must be remembered that the composition of book pages includes all that precedes and all that follows the text proper. Exercises of increasing difficulty are given as the work goes or and every lesson is carefully explained.

A list of equipment proper for giving this work to a class of fifteen has been carefully prepared.

Obviously any scheme of industrial education needs coördination with the industry and constant supervision, both industrial and educational. There should be everywhere local committees of printers. It should be the duty of these committees to advise with the school authorities in planning and starting schools and in the conduct of the work, to examine and report upon their condition and progress, and to see that the graduates are properly passed into the industry.

The Committee on Education has so arranged that such a committee can be organized and do competent work in any town. The curriculum and equipment make the initial advice easy. A carefully worked out plan for inspection and report has been provided. Armed with this any intelligent committee without technical knowledge of education can visit any school with full and exact knowledge of what to inquire into and can secure all the data for an evaluation of the school and definite recommendations for its improvement if improvement is desirable. There commendations will, if desired, be made by it to the local committee, to be taken up by it with the local authorities.

The education of the apprentice should not be allowed to end when he graduates from the industrial

school and enters the shop. The deadliest period in the mental development of most persons is that when school days end and life's gainful activities begin. School work has been an exacted task. Its relation to success in earning a living has not been shown. Books are eagerly dropped, work keenly taken up, intellectual activity discontinued, often never to be resumed except within very narrow channels. How many men and women are there in any walk of life except the so-called learned professions who have sufficient intellectual curiosity or interest to read books or anything else except the daily papers, trade journals, the more popular magazines, and perhaps, an occasional novel?

It is important that for a few years the education of the apprentice should be carefully provided for. His progress in the shop should be carefully supervised. He should be required to spend certain hours each week in a continuation school. The work of this school should not be shop work, but book work. It should be aimed by carefully selected and well conducted instruction to enlarge his mental horizon and to show him the importance to his work of a wider outlook on Life and a better knowledge of things contributory to his success in his chosen field of work.

For the ambitious young workman there is opportunity to learn advanced operations or new branches of the trade through evening schools or schools of advanced craftsmanship, like our Indianapolis school. In these schools the instruction best takes the form of intensive unit courses in which some special subject is taken up and thoroughly studied in a practical way for a given time. Such a course is always definite in aim and specific in method and leads to successful results if properly pursued.

But the manufacturing end of the business is not the only one. The merchandising end is equally important and equally in need of education. Provision is made here in somewhat different fashion. A standard system of accounts has been prepared, as you are aware, consisting of model account books forms and a full explanatory treatise. Lesson courses are either prepared or in preparation covering the subjects of accounting, cost finding, estimating, salesmanship, and business administration.

These courses have been carefully prepared with a full teaching apparatus. They may be given in classes or may be taken as correspondence courses by individuals. A plan has been fully worked out for the examination and grading of all papers connected with these courses at the Indianapolis school by competent examiners.

The material used in these courses is entirely original. The Committee on Education, assisted by expert and experienced advisers, has written every lesson and worked out every detail of the teachings apparatus and method of administration.

Indeed, the whole matter of teaching material presented a great problem to the Committee on Education. There was found to be almost no teaching material available for any part of the subject. The Committee has not only created the courses just mentioned but has prepared a set of elementary text-books covering the whole range of printing and the allied industries. This has been an enormous task, full of difficulties, delays, and disappointments. It is not necessary to go into details here. Sufficient to say, that half of the volumes have been published and the remainder are well on the way toward completion. I have no doubt that experience will show the need for many other text-books and that as the need appears the Committee on Education will see that is met. The Committee may appear, as represented in this paper and by the mouth of its Education Director, to be boasting of its accomplishments. I assure you it considers its task only just begun.

An industry as important as ours needs men trained technically after the fashion of technically trained men in other industries.

These men are not trained to be craftsmen, but to be superintendents, executives, expert advisers. They need enough practical teaching and experience to know how the work is done, but they are especially trained to know the principles upon which good work is based and the methods by which good results may be obtained. Such men need a high school education as basis, as technical training can hardly be built on any weaker foundation.

This need is now met by the Carnegie Institute of Technology at Pittsburgh. As the need is more generally recognized doubtless other centers of instruction will be provided.

Another type of training is needed for those who look forward to the ownership and administration of business. This training includes commercial law, accounting, merchandising, business organization, and the like studied with especial view to intelligent application to the printing business, and including sufficient study of the printing art and printing operations to make the student intelligent about what is good printing and how it is produced. This special training needs the foundation of a college course. It is intended to provide soundly trained and thoroughly educated men to take the management and control of important business enterprises. For this we now look to the Harvard School of Business Administration. Both Harvard and Carnegie have worked out their courses in close collaboration with the Committee on Education.

I fancy I hear somebody say: "All this college and university stuff is too high-brow for me. Franklin and Thomas and DeVinne did pretty well without being college men. The good old hard-knocks university is good enough for me. We can train our superintendents and managers and owners in the business." Let us remember a few things. Franklin and Thomas and DeVinne are dead. They were very remarkable men, men who would have won eminence in any department of life at any time. There are eminently successful men in printing and other industries today who have made their way up from the ranks without much in the way of early educational advantages. But conditions have changed and are rapidly changing. It is one thing to keep pace with a business which is daily increasing in complexity and in the demands it makes upon its followers: it is another and very different thing to jump into it as it is today. There was never a time when the demands of our business were as exacting as they are today, and we are only at the beginning. The future is with the man trained for his work. The day when any intelligent man with a common school education could tackle any thing America had to offer is gone. The hour of the expert cometh and now is. If anybody thinks the composing-room is school enough and there is no need for the expert trained in the art and science of design and color which underly typography, I wish he would come into my office some day and spend a couple of hours looking through the printer's letterheads in my corresponding files. If anybody thinks there is no need for trained business administrators, he need not look around this room and call to witness the splendid specimens of American busi-

ness men here present. Let him look into the mirror and see the faces of the failures, he has known, the men whose bright aspirations and high endeavors came to wreck on the rocks of financial disaster, disaster caused by ambition outrunning experience. There is his answer, not here.

THE PRINTER'S BIRTHRIGHT

[At a recent meeting of the Printing Ink and Roller Men's Credit Association of Chicago, a very important matter came up for discussion, namely, the custom which appears to be gaining a foothold of the purchase of printing inks by the customers of the printer.

It was the sense of the meeting that this practice is detrimental to the mutual interests of the printers and the printing ink manufacturers.

A resolution was therefore unanimously adopted, whereby the members of this association agreed to refrain from soliciting business from the customers of the printers, and the following article setting forth the evils of this practice was contributed by its president, Mr. Frederick H. Farnsworth.]

N every line of business practices arise which at the time of their inception appear to the originator to be very ingenious and profitable, but which in the course of time become so widespread as to develop into a custom which finally evidences itself as detrimental to the interests of all concerned.

In the printing business the printer has only realized gradually that he is not only a craftsman but a manufacturer; that he has, first of all, a plant, in which he has invested his money for machinery and equipment; secondly, that he buys material of various kinds; and, thirdly, by the employment of his knowledge and experience in directing the manner in which the materials bought are elaborated by means of the labor he employs, he produces his finished product—printed matter.

His investment therefore divides itself into two parts: his plant and his materials. The cost of any particular piece of work arises from the following items:

INTEREST ON HIS PLANT INVESTMENT.
DEPRECIATION OF PLANT INVESTMENT.
LABOR, OVERHEADS, ETC.
COST OF MATERIALS.
BUSINESS AND SELLING EXPENSES.

The total net profit is the difference between the sum on all these costs and the selling price of the merchandise. The fair and legitimate profit in any particular line of business is determined in the final analysis by the question of supply and demand, which so regulates the market price that he who charges too much will not get his fair share of the business, and he who charges too little must ultimately be driven to the wall.

As the net profit on the entire sale is the sum of the profits on the individual items of cost, it follows that if the source of profit of one of these items be eliminated, a larger total must be added to some other item, or else the total profit will be too small, with the results above indicated.

Now, I am not sufficiently acquainted with the printing business to know in detail the various items of cost, but as far as I know, one of the largest items of cost in the production of printed matter is the cost of the paper stock.

It probably occurred one day in the dim and distant past that some unbeknown printer bemoaned his inability to take on some job that appeared profitable to him he had neither the money nor the credit to purchase the paper. Let us say that this customer was well-to-do, and the printer conceived the brilliant idea of telling his customer that if he would furnish the paper, he, the printer, would do the job, and charge him for the presswork, etc.

In that moment the printer inaugurated a system which through its growth and ramifications bids fair to deprive the printer of his birthright, because gradually the system has gone much further. In some cases the customer furnishes the paper, the cuts, electrotypes and the ink, and the printer is deprived not only of his legitimate and absolutely necessary profit on the material, he loses the cost of handling and storing all these materials, and takes the risk of their loss or damage, all without remuneration not to speak even of profit.

Finally, indeed, the system has gone much further, the customer not even performing the service, if such it may be called, of furnishing the materials, specifies to the printer exactly what materials he must use, the printer, however, to buy those materials dictated by the customer, and pay for them himself.

Now, let us examine the evils that arise from such a system. It is quite true that in other lines specifications are made, and that specifications are necessary for the proper protection of buyer and seller, but they are made in an entirely different manner. The architect in drawing up plans and specifications for a building, if he has the best interest of his client at heart, will never specify any particular make or brand of any article or material. He will set up a standard of quality. He may even go so far as to mention, let us say, a particular brand of cement as a standard, and then say that Smith's cement should be used, or the equivalent approved by him, the architect. And why does he do that? For the simple and cogent reason that if Smith finds

out, as he surely will, that his cement must be used, he will charge the highest price he possibly can, and the architect's client must foot the bill, and here we see the strongest reason why it is detrimental to the purchaser of printing to have any particular make or brand of material specified.

Secondly, if the printer is ordered to use such and such paper, electrotypes made by so and so, ink made by so and so, and in each case has no voice in the quality of these materials, it is in the highest degree unfair that he should be held responsible for the final result, and the only reason why the printer submits in any case to a system of this kind is because through competition he cannot help himself. I do not think a jobbing carpenter would submit to such a thing. If you tell him to erect the trim in a house, using moulding made by Smith, and knives for the moulding to be made by Brown, the wood to be furnished by Jones, the job to be stained with materials made by Johnson, and that the final result must be equal to a sample shown by the customer, that carpenter would laugh at you. He will say that he will be glad to do one of two things; either do the job according to your specifications, and then you take the chance of what the results will be, or if you want him to guarantee that it will be like your sample, you must leave to him the choice of the materials that he uses.

Every time a printer takes a job where the paper is specified to him he loses exactly to that extent his purchasing power for paper, which is reflected in all his other purchases for paper, and he is therefore that much weakened as a purchaser of paper, for which he suffers in all other other jobs that he takes. Exactly the same refers to all other materials, and his entire standing becomes weakened.

The customer specifies all the materials, but the printer has to take the risk of the compatability of all these materials, and is responsible for the final result.

If either these materials do not fit well together, or one or the other is not up to the proper standard, the printer is put in the middle between the customer who ordered the materials, and those who furnished them. He therefore has responsibility without power—a position in which no self-respecting man cares to place himself, if he can possibly avoid it. In every line of business, the manufacturer who purchases goods for use as raw materials, or any man who buys them wholesale for reselling is entitled to a lower price than the ultimate consumer. There are so many reasons for this, that it is really unnecessary to go into them—it is axiomatic.

Now, either the printer's customer purchases materials as closely as the printer does, or else he does not. If he does, that is unfair to the printer, and if the customer pays a higher price, then as more and more of the materials are sold to the printer's consumer, and the printer buys less and less material himself, the printer will uultimately be the smallest consumer of such materials, and will have to pay more than he would otherwise, so that his profits in the case where he really buys the materials are also diminished.

Secondly, as the printer is responsible for the final result, it is plainly speaking none of the customer's business what materials he uses, or where he buys them as long as the final result is what he specified, and that the printer cannot, must not and should not take the responsibilty of the final result unless he is absolutely in control of the materials that he uses, so that he can utilize them to the best advantage.

As an instance of the evils that may occur through the ramifications of such a scheme, I wish to point to a case that has just happened. Of course, there is always a likelihood of the spoilage of an uncertain percentage of the stock furnished. This may be more in some cases and less in others, but as far as I know it is customary for the customer to furnish 5% more paper than actual count of the job to take care of the spoilage. Should the printer spoil more paper it is at the printer's risk.

In the case to which I refer, through fortunate circumstances, on a job amounting to $100,000, the printer had practically no spoilage of the paper, and had, let us say, 5% of the paper left, which he converted to his own purchases, claiming if he had spoiled more paper, he would have had to pay for it, and that consequently if through his careful work he got away with no spoilage he was entitled to the paper that was left.

If the paper stock amounted to 50% of the cost of the job, 5% of that would be $2,500. The customer claims that the surplus of paper was his, and that the printer has stolen his paper, so that there is now a law-suit in progress, and the customer refuses to pay for the job, and will not even pay for it less the value of the amount of paper that he claims, placing the printer in serious financial difficulties.

Now, without going into the merits of the case at all, because any number of arguments could be used one way or the other, I simply cite this case to show what contingencies may arise, and how any system that is based on wrong principles is bound to develop in wrongful results, and I wish to repeat that the profits that should be made by the printer on the materials used in his manufacture, and the control of the purchase of such materials and their selection are the printer's birthright, and that if through any special arguments or temporary expediencies, he allows himself to be deprived of his legitimate profits and rights of control, he is selling his birthright for a mess of pottage.

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CHICAGO. ILLINOIS, DECEMBER, 1918

The NATIONAL PRINTER-JOURNALIST very cordially wishes each of its readers a most Happy New Year whose early days shall have been flooded with the sunshine of the recollection of a merry gladsome Christmas-tide.

Often events of happiness cast their shadows before and the era of prosperity which is dawning has been preceded by a gloom occasioned by the publication of casualty lists, in which are enumerated the names of many of the brave sons of printers and publishers who have laid their lives on the altar of liberty, that the ideals which have made America great, may prevail throughout the world.

As one's thoughts travel back over the toilsome days, the conviction grows that circumstances might have been worse and the financial and attendant difficulties, might easily have been more numerous.

Mistakes made by the National Government in failing to give the printers and publishers of the Nation a little more substantial recognition, by buying and paying for advertising space and printed matter on the same commercial basis that it bought everything else; the labor troubles with which the trade has been afflicted, the high prices for materials, etc., produced a slough of despond from which the wearied printer-pilgrim has at last emerged with the knowledge that the city beautiful is just ahead.

Although the days that have past are shrouded in gloom, and their memory is not among the most pleasant of recollections, one may easily summon to mind incidents which will enable many newspaper publishers and printers to enjoy a more happy Christmas. The regulations of the Pulp and Paper Section of the War Industries Board, for instance, were at first misunderstood, and several of the provisions objected to with a seriousness in some quarters that almost approached rebellion.

However, as time has past, the necessity, as well as the wisdom, of the rulings comes into strong relief.

There are many publishers of weekly newspapers who are now receiving two dollars a year in annual subscriptions who otherwise would never have had the temerity to ask for that which is their full due.

Most of these publishers learned what they have not before appreciated. They discovered that their readers actually wanted their papers and very few subscribers were lost to worth-while publications by increasing subscription prices. The net result is that the publishers will be able to produce better papers and reflexively the advertisers will benefit as the increased interest of readers develops.

The publisher who reduces his subscription price, now that the war is over, should be tried before a committee of fellow craftsmen for his sanity.

The New Year opens up a vista for printers and publishers which is roseate with promise. There never has been a time in the history of the world, when the value of printers' ink was so highly appreciated, nor when the benefits of advertising were so widely recognized. Every branch of industry and every line of commercial endeavor, has now come to the realization that paper stock costs something and that labor, even of the most unskilled kind, commands a value which must be recognized.

The significance of these facts must appeal, with power, to any printer or publisher. Since every one engaged in business today realizes, by practical experience, that the principal material used by those engaged in the graphic arts industry, has a tangible value, comparable to other commodities used in manufacturing, it is much easier to secure payment for the paper stock used in the production of a job of printing.

Since every man engaged in a business which is large enough to require the employment of other men, knows without the peradventure of a doubt, that labor, even of the meanliest order, commands a price, the difficulty of securing a money return for the skilled empolyment of hands and brains in the production of a job of printing, the difficulty of obtaining better prices is lessened to a very considerable degree.

These are benefits of a very substantial kind.

There is little question but that the printing industry is upon a more substantial commercial foundation today than it ever has been before in the history of the art preservative of all arts. The important consideration is that these gains shall not be lost by heedlessness or carelessness. The necessity for better business management has been forced upon many operators of printing establishments and most of them will probably now take fullest advantage of their opportunities since the way has been blazed for them.

The gains made should open up vistas of enlarged possibilities. To be content with the advantages secured, and to remain stationary, will soon put the in-

dustry in its former state of retrogression and will allow other branches of commercial activities to forge ahead and reap all the benefits. To stand still will invite senility and decadence.

Victories in the commercial world are not won by so-called "strategic retirements," no more than gains upon the field of battle are won by continued withdrawals before a foe that is ever watchful to secure advantages.

The best wish that could be offered for the printing and publishing industry for the year 1919 is that a larger number shall appreciate the advantages of organization effort; that every practitioner of the printer's art shall appreciate the economic necessity for business and factory management of the most efficient and earnest character; and that all shall become better salesmen, more competent in ability to secure a financial return for their investment of materials, skill and energy.

This is our wish for you.

PLANS UNDER WAY FOR N. E. A. EXCURSION TO NORTHWEST

Plans are already under way for the National Editorial Association excursion to the Northwest. The chairman of the Committee on Transportation Mr. Will Wilke, of Grey Eagle, Minn., has been consistently employing his spare time in the planning of arrangements. There are difficulties to be faced of an unusual nature but so successful has Mr. Wilke been in the engineering of journeys of the Minnesota State Press Association, that his friends are confident that obstructions to the plans will vanish, when he is ready with the final announcement. Desiring to learn just a little of what Mr. Wilke was doing so as to afford the readers of the National Printer-Journalist, who happen also to be members of the National Organization, a foretaste of what may be in store for them a letter of inquiry was addressed to Mr. Wilke, to which he replied, in part, as follows:

"The Committee on Transportation has been at work since the closing days of the 1918 Convention, arranging for the trip of the members of the 1919 Convention and plans have been selected which, since the war conditions have changed, will insure one of the most comfortable trips ever enjoyed by the Members of the Association.

In addition to this statement, you may be assured it will be a trip full of interest, entertainment and pleasure beyond expectation on a journey of the length contemplated by many members. Also, the plans so far adopted are made with a view of keeping the expense of the trip as moderate as possible to insure a representative gathering of newspaper people. To engage a larger attendance is one of the purposes of the Committee on Transportation, and to realize this fact will depend largely upon the cost of the trip.

"The publisher who should attend the Conventions of the National Association has frequently been the publisher who has been absent for the reason of the expense incurred in long trips to convention cities. This has come to your attention especially since the advanced passenger rates are effective. The after-the-war period will develop better labor conditions for publishers, see some reductions in costs, the end of much free-space, and will increase the desire of the publisher to again seek the fellowship of the Association. To get these publishers, the proposed trip to the 1919 Convention will need to be arranged on a low-cost for transportation and entertainment, which is the purpose of the Committee at ths time.

"I am writing to you at this length for the purpose of making plain the work of the Committee on Transportation. To accomplish any large saving on a trip of the length and time consumed for delegates visiting the Convention Cities, is a task that took many days and weeks in 1917 and much of the work done by the gentlemen then interested will need to be done over again, except that the advantage of experience of the past will save disappointments.

"To outline a trip, select the route, determine the cost of travel and personal expense of each member from a common point has been the work taken up since last July, and when in readiness to submit, will show each delegate to the Convention in 1919 very close to the amount of the money expense to be incurred.

"There is every reason now to believe a coupon-book of travel, including berths, meals and side trips going and returning from the Convention will be adopted, and this method of travel will be a pleasure for the members, as it will cover all the objections so frequently raised on long trips. I believe this coupon-book will tell the story of the trip, when issued, and the Printer-Journalist will have early information in this respect and the readers of the Printer-Journalist should watch for the "story of the trip." I expect that Mr. Schlosser, Association Secretary, will issue a circular early regarding the plan of the trip and before it is mailed he doubtless will supply you with data. I would not look for this circular, however, until after the first of the year.

"Concerning the trip, I hope the Committee on Transportation will be able to realize its plan to make the round trip without doubling mileage to any great extent, combine rail and water travel, introduce some novel sightseeing, a change of usual entertainment, and motoring to some extent, see the real picked wonders of the Western Country and enjoy the Pacific Northwest, where no other local committees have ever had so many advantages to make the Association Members visit truly worth while. It may be that I expect too much, but since I have traveled about all of the Trip I know what to expect and there will be no disappointments for anyone who joins the party.

"Members going from the East and Middle West, including those from the South, will be expected to meet at a common point, and if the members are in such numbers as will warrant, I believe a train will be arranged for the trip Westward, the schedule of which will be arranged for the party's convenience and pleasure. To this extent I might add that a letter received yesterday indicates some of these plans will be decided upon within a short time and a definite conclusion reached after which the itinerary will quickly follow, and the expense determined."

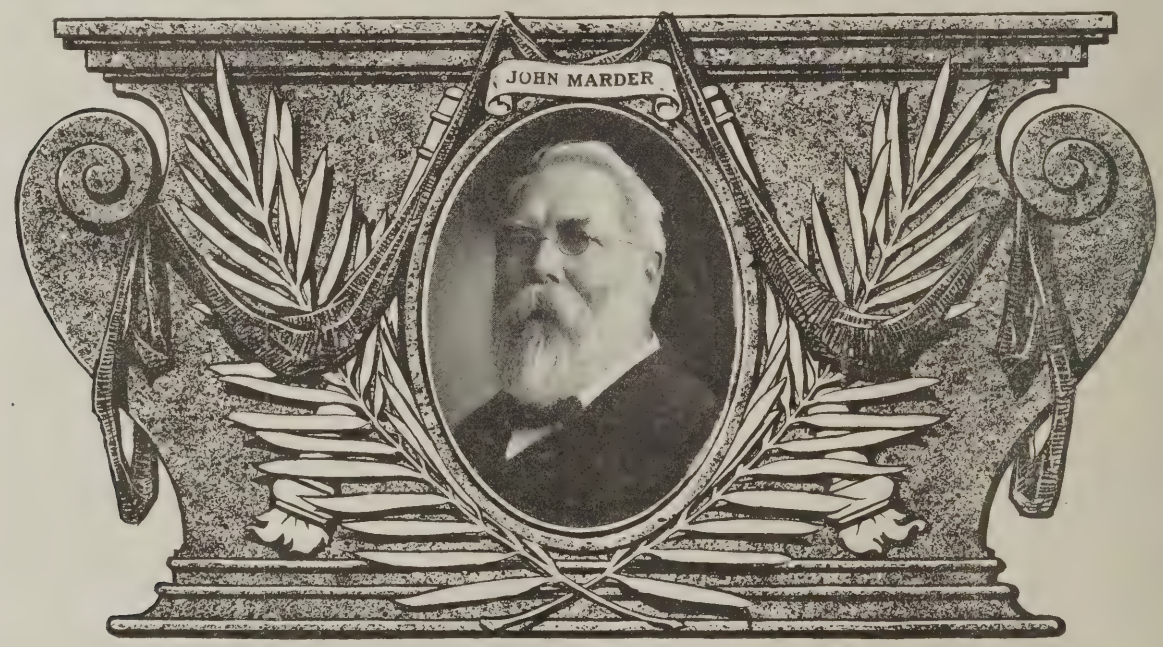
The foreging was submitted to Mr. Schlosser, the Secretary, who concurs in and approves the statements of Mr. Wilke precedent to their publication in the National Printer-Journalist.

GREAT LEADER OF TYPOGRAPHIC INDUSTRY PASSES AWAY

John Marder, aged eighty three years, departed this life on November 22nd at his residence, Palisades, New York, a town not far from New York City, on the Hudson River. Few, if any, men were better known to the printers of America or more respected. Mr. Marder enjoyed good health until a few weeks before his death. He retired from business in 1908, since which time he has passed his summers on his country estate at Palisades, his winters in Folida.

Mr. Marder was born in Greentown, Ohio, March 5, 1835. He worked on his father's farm, and attended school during the winter months, until sixteen years of age. He then entered a printing office in Akron, Ohio, and at the age of twenty-one went to Davenport, Iowa, where has was employed in a bookstore which was owned by his future partner, Mr. A. P. Luse.

In 1860, Mr. Marder moved to Chicago and became the bookkeeper for the Chicago Type Foundry. Mr. Marder became one of the partners and then a controlling director. He sold his business to the American Type Founders Company in 1892, retaining a large interest. Afterwards he was made Secretary and Treasurer of the Company, and really general manager of all the branches, with offices in New York. From 1895 until the time of his resignation in August, 1908, Mr. Marder was the Manager of the Chicago Branch.



In the year 1877 when Mr. Marder was managing partner of the Chicago Type Foundry, the owners being Marder, Luse & Co., he commenced work on a system of point bodies for type conforming in principle with the French Didot system. In 1870, type cast on the new system was placed on sale, the Chicago firm acting entirely alone in this epoch-making reform. The plan was decided upon to use a system of 12 points to one pica, retaining the original pica as a standard, because most printing offices then depended upon the MacKellar, Smiths and Jordan Foundry for ornamental faces and consequently these faces cast on nonpareil pica bodies and multiples of them, exactly the same as the Marder system would give the users of the new system a larger range of selection than the Chicago Type Foundry could then offer.

In the beginning of this reform the courage and public spirit of John Marder caused his firm serious monetary losss. The printers required to be educated to the advantages of the new system; those who had outfits of the old bodies hesitated to introduce another body into their already too extensive collection; immediate inconvenience outweighed future benefits. Competing type founders were inclined to ridicule and oppose the adoption of a principle which would involve them in great expense.

Year by year, the status of the business of Marder, Luse & Company improved. Their western competitors, and then their eastern rivals were compelled to adopt the Marder system. In 1886, at a meeting of the Type Founders' Association, it was finally decided to adopt the Marder system. Mr. Marder retired upon his laurels at the age of seventy-three, vigorous in health and intellect and prepared to enjoy a well-earned rest.

At the time of the Chicago fire, Mr. Marder extended credit to Chicago printers for several hundreds of thousands of dollars. No financial reward was gained by the introduction of the American system of type bodies, but it was of immense value to the trade as it saved justificaton and prevented trouble on the presses. It has been worth millions of dollars to the industry. The introduction of the American Point System was the greatest reform in type-making ever introduced in America. John Marder was therefore one of the printers' greatest benefactors.

Mr. Marder married Frances H. Collins in 1861 and was the father of three sons and two daughters. The three sons have been associated with the manufacturing department of the printing industry and all have wide reputation as good business men. Mr. Walter S. Marder was for a

time manager of the St. Louis branch of the American Type Founders Company and later the manager of the Casting Department in Chicago. Later, he had charge of the manufacturing department in Jersey City and is now Secretary of the Company.

Mr. John W. Marder was manager of the Chicago Branch while his father was in the East as Secretary of the Company. He established the Peerless press factory at Palmyra, New York, and owns the controlling interest in this company which builds Peerless platen presses and cutters and Cranston cylinder presses. The American Type Founders Company is selling agent.

Mr. Clarence C. Marder has charge of the merchandise end of the big business of the American Type Founders Company at Jersey City.

John Marder was one of the big men of typography in America. His character as well as his body were sound and stalwart. Though vigorous and progressive, he had a retiring disposition, a real modesty (sometimes misunderstood as aloofness by strangers), with a kindly disposition, jovial among his acquaintances, a considerate employer and a model husband and father.

* * *

For much of the biographical material published, the editor is indebted to Mr. Harry Hillman, editor of the Inland Printer, and cordially expresses his gratitude for the courtesy shown.

Mr. Marder, Sr., and Mr. B. B. Herbert, the late editor of this magazine, were warm friends. A few years ago, Mr. Herbert was a guest at Mr. Marder's home at Palisades on the Hudson and upon his return to Chicago dwelt with delight upon the pleasant visit which he had enjoyed with his old friend. When there, Miss Marder took pictures of her father and his guest, of which the accompanying half-tone reproduction is one.

In the issue of the National Printer-Journalist for November, 1909, Mr. Herbert published an account of his visit, which is reproduced as follows:

During a recent trip East, we enjoyed a visit with Mr. John Marder, fifty years a type founder in Chicago and, previous to that, engaged in the printing business at Davenport,Iowa, who is known to thousands of readers of the National Printer-Journalist.

He is now enjoying a well earned retirement from active business amidst the most attractive rural surroundings. We were in New York City and had received an invitation, through his son Walter, when at Jersey City, to pass Saturday afternoon and Sunday at his home on the Hudson.

It was September 25th, one of the great days of the Hudson-Fulton Celebration and the streets of New York City were filled with marching thousands and on-looking millions. We took the Twenty-third Street Ferry for the Erie railroad. The river was filled with yachts, excursion steamers, ferry boats and all manner of steamers and sailing vessels, passing up and back in review of the great war ships of the United States and of the world, flanking the replicas of Hudson's good sailing vessel, the Half-moon, and Fulton's primitive steamboat, the Claremont.

Already, multitudes were gathering on the shores and occupying the banks of improvised benches, at from $5.00 to $15.00 a seat, to watch the great navy parade. The sun shone its brightest and, everywhere, buildings and boats were bedecked with national colors, and flags were flying and whistles were blowing; all was brightness and life. Arriving at the Erie station, we found that the train we had expected to make had been taken off on account of the interest in the navy parade, which had, however, lost attractiveness to us, in prospect of the afternoon with an old friend. After a ten minutes' wait, a slow accommodation train was found, that stopped at every hamlet, and though the delay caused us to miss arriving at our destination on the appointed time, the ride was greatly enjoyed, as it was through a region of sylvan loveliness, with beautiful villages, homes, groves, well-kept grounds and lawns, strung along the tracks as on a necklace, and shining like amethysts and pearls, with a station every mile. Over an hour was taken to make thé twenty miles, but the time was not regretted, and soon we were passing over a splendid road winding through valleys and woodland, past splendid estates, not ostentatious but quietly beautiful, with substantial residences on elevated grounds with attractive sloping lawns. At the end of a mile and half we passed through a great gate, past a little

BENJ. B. HERBERT JOHN MARDER

lily pond, and then up among the trees to higher ground, and we were at the new home of our old friend who stood on the step of the broad veranda to welcome our coming. We were introduced to his estimable wife and later to the daughter at home, and were made to feel at ease among friends. After rest and conversation, we were soon out with Mr. Marder seeing the place, which consists of sixteen acres, half of which is still in native trees, a primeval forest. We visited the hot-house and barn, not omitting the poultry yard, the fruit-bearing shrubbery, and the garden, and then passed through the orchard, viewing the apple, peach, and cherry trees, and admiring the grove on the north, and then returned by way of the grapery, picking and eating some of the delicious fruit from the richly loaded overhanging vines, to the house to talk of old times and distant friends.

Here was all the quiet, all the restful country loveliness and sweet seclusion to be found anywhere in the most retired spots of our beautiful land. To us it seemed just an ideal spot for enjoying the ripened years' well-earned leisure and a rest that is blessed with nature's

sweet communion, enriched and made healthful and wholesomely engaging, useful and enjoyable by the gentle labors, in God's air and sunlight, of caring for and watching over the trees and plants, the shrubbery and lawns, the garden, the grapery, the orchard and the grove, the flowers and the domestic animals and fowls—a place to pass old age serene and bright amidst loved ones, blest with memories of life's struggles and victories but away from strife, envy and noise and yet near to all the grandest attainments of the world and within easy reach of all that wealth and highest civilization and enlightenment have to offer. It is a historic region, filled with memories of the early days when Washington had his headquarters at a house not far away. Before its purchase the place had been rented and was somewhat run down, and Mr. Marder has found new vigor and improved health as well as pleasure, in daily work in the open air, putting things to rights and making improvements. He talked lovingly of his fruit trees and of the attentions they were to be given for their improvement.

The next day was Sunday, and we walked a mile along the rustic road, bordered on one side by the native forest trees, to the old Presbyterian Church, and listened to a sermon from an appropriate text, on the progress of the world and all the wonderful possibilities, suggested by the celebration in the great city just over the river. In the morning the home was gladdened by the presence of the married daughter of Mr. and Mrs. Marder, with her husband, a leading lawyer of Brooklyn, and their two children, who pass their summers here, and who had been over to the city, the afternoon and night before, enjoying the sights and the wonderful electric illumination.

A drive in the afternoon up the valley past great dairy farms, and over the hills and down to the Hudson, and then along the river through a continuous line of lovely villages—passing points of great historic interest as well as a picturesqueness of names and buildings inherited from the early Dutch settlers—and then back by the "highroad" home, afforded a charm in scenery and environment only to be realized by those who have traveled along the banks of the Hudson in September and witnessed all the novelty and attractiveness of its homes, and of the autumnal coloring of the rich foliage of the trees. Were we publishing other than a paper for the instructing of editors and printers in their callings, we would attempt a description. We have written this much out of the pleasure that was given us, and for the reason that we know that the thousands of friends of Mr. John Marder in the printing and allied callings will be equally gratified to be informed as to the manner in which he is passing the years of his retirement. For three months each year the family will live in Florida, the balance of each year will be passed at this delightful home, and that these years may be many will be the wish of thousands who have met, had dealings with, and received courteous, considerate treatment at the hands of the genial, kind-hearted, thoughtful John Marder, during the years of his active business life.

AN INK SALESMAN'S APHORISM

The Sinclair & Valentine Co. of New York have upon their staff a foreign sales manager who has a liking for the production of aphorisms. One of the most recent of the reproductions of Mr. W. J. Witte of Havana, Cuba, the gentleman referred to was printed in two colors, with Morro Castle in the background and the following words in red ink: "So live:—think big, talk little, Love much, Laugh easily, work hard, give freely, Pay cash, and be kind; it is enough."

UNITED STATES WAR INDUSTRIES BOARD URGES PUBLISHERS OF PERIODICALS TO CONTINUE REGULATIONS ON VOLUNTEER BASIS

From today (November 27, 1918) all rules and regulations of the Pulp and Paper Division affecting the publication of all periodicals excepting, Sunday and weekly newspapers are withdrawn.

It is strongly recommended, however, that certain features of these regulations and recommendations be retained. During many years of sharply competitive business, various wasteful practices of circulation have developed, on the theory that the amount of circulation, and not the quality, is the basis for advertising value. Perhaps no other industry has held its wares so cheaply as that of the periodical publisher, or has practically given away so much of its product. Under the necessity of conserving all paper possible, the Pulp and Paper Division of the War Industries Board was compelled to eliminate these practices. These restrictions have not only conserved paper, but have proven profitable and beneficial to the publishers themselves, and after conference with representatives of the War Committees of the publishers in the periodical, business, agricultural and religious fields, the following rules have been unanimously agreed upon as good business practice. Their adoption as trade customs is therefore strongly recommended by the War Industries Board.

Paper conservation is still highly desirable, both for publisher's economy and for enabling the American Paper Industry to meet the heavy export demand which will be made upon it.

Rules Recommended for Adoption as Trade Customs

1. Discontinue subscriptions after date of expiration, unless subscriptions are renewed and paid for.

2. Do not give free copies; except for actual services rendered; except to Camp Libraries and Huts of organizations recognized by the Government, such as the Y. M. C. A., Red Cross, etc.; except to the Library of Congress and other Libraries which will agree to bind for permanent keeping; except to Government Department Libraries which use said periodicals in their work; and except for similar reasons.

3. Discontinue all exchanges except where necessary for editorial purposes.

4. Do not give free copies to advertisers, or advertising agencies, except one copy each for checking purposes.

5. Do not exceed Postoffice allowance of sample copies.

6. Do not take from subscribers less than published subscription price except in subscription clubs for same or for several publications. In either case, each publisher should receive at least seventy-five per cent (75%) of published price.

7. When premiums are given the premium should have a fixed price at which it will be sold separately; and the combined price received by the publisher should equal the announced price of the premium plus at least seventy-five per cent (75%) of the published price of the periodical.

8. Do not sell advertising with a guarantee of circulation requiring a rebate if circulation falls below guaranteed amount.

9. Restrict the overruns which are printed for files, office copies, etc., and scrutinize the press-room wastes.

10. So far as possible use paper no heavier than the following basis:

News	24 x 36—36.
Machine Finish	25 x 38—45.
Super-Calendered for Body	25 x 38—50.

Super-Calendered for Color Work...25 x 38—70.
Coated for Body or Inserts.....25 x 38—70.
Cover.....Only of sufficient weight to properly protect publication.

The thanks of this Division and Section are due the publishing fraternity for their loyal coöperation in exercising the paper economies asked of them. We hope that the good effects of this coöperation may prove permanent through the voluntary observance by the trade of whatever is beneficial in our Regulations.

November 27, 1918. THOMAS E. DONNELLEY,
Director Pulp and Paper Division.

WISCONSIN PAPER ADVANCES SUBSCRIPTION PRICE

The Jefferson County Union of Ft. Atkinson, Wisconsin, announces a further advance in subscription price, in an editorial replete with homely observations and humorously-shrewd deductions.

The following sentences clipped from Mr. H. L. Hoard's editorial illustrate the cleverness which salesmanship ability occasionally manifests itself in a class whose lack of business sense has been made the butt of many a jovial sally of wit:

"Several of our farmer readers in the old days traded us a cord of wood for a year's subscription. We'd like to make that "dicker" now.

"From another farmer we got ten bushels of potatoes for a year of the Union. We'd like to repeat that.

"We could stand this sort of thing if we did not have to make the Union pay expenses. But even at $2 a year straight it is a losing game as the thousand or more editors who have "quit" amply prove. Country weeklies ought to be $8 to $12 a year to be on a footing with the farmers that they were forty years ago, and to support themselves when advertising fails, or gets "thin." Perhaps some day they will get up there, but it seems like a long "climb." Well, to get down to brass tacks we are going to make the Union $2 in advance on January 1st. That's only a drop in the bucket but it will help some. We do not think we have a subscriber who will fail to see the justice of this "raise"; it is so small and so much less than we are entitled to.

"Regarding subscriptions from the territory outside our home advertising zone—a fifteen mile radius—in which the subscriber must bear all the expense of producing the paper our price will be $2.25 net."

H. L. HOARD.

BROOKLYN NEWSPAPER CELEBRATES SEVENTY-SEVENTH ANNIVERSARY

The Brooklyn Daily Eagle of Brooklyn, N. Y., celebrated its seventy-seventh anniversary Thanksgiving evening in the auditorium of the Eagle Building. The Eagle's natal day is really October 26th, the celebration having been originally planned for that date but was postponed until Thanksgiving Eve on account of the influenza epidemic.

A feature of the occasion was the presentation to The Eagle of a bronze bust of the late Emma Bullet, for thirty-two years (from 1882 until 1914) the paper's Paris correspondent. The bust was the gift of Miss Bullet's sister, Mrs. H. E. Krehbiel.

During the evening William V. Hester, vice-president and treasurer of the Eagle, presented service medals to ten of the oldest employes. William H. Sutton, who is eighty-eight years old, and dean of the Eagle family, received a diamond-studded medal, commemorating the 75th year of his connection with the paper.

Robert F. Clark, head of the job print department, was next introduced by George Windram, mechanical superintendent. He received a medal for fifty years of service.

Arthur M. Howe, editor of the Eagle, who has been on the staff for a quarter of a century, received a medal presented by Col. William Hester, president of the Eagle, through his grandson, William Van Anden Hester, Jr.

Harris M. Crist, the Eagle managing editor, was next introduced by Mr. Gunnison and he was presented with a medal for twenty-five years of service.

PRESIDENT OF THE NATIONAL EDITORIAL ASSOCIATION APPOINTS COMMITTEES

Mr. Guy U. Hardy, President of the National Editorial Association, has appointed the following Committees for the ensuing year:

Legislative

George E. Hosmer, Chairman, Public Opinion, P. O. Box 95, Denver, Colorado.
H. L. Williamson, Illinois Publisher, Springfield, Ill.
H. J. Blanton, Appeal, Paris, Mo.
G. W. C. Perry Gazette, Chillicothe, O.
Frank C. Gannett, Star Gazette, Elmira, New York.
H. B. Varner, Dispatch, Lexington, N. C.
Wayne Thomas Courier, Plant City, Florida.
John C. Rogers, State Gazette, Dyersburg, Tennessee.
E. S. Bronson, American, El Reno, Oklahoma.
George W. Marble Daily Tribune, Ft. Scott, Kansas.
W. W. Aikens, The Star, Franklin, Ind.

Committee on Home for Retired Editors, Writers and Publishers

H. R. Hodges, Sleepy Eye, Minn., Chairman.
C. E. Adams, Montrose, Colo.
Fred Pattee, Little Rock Ark.
William M. Glenn Tribune, Kansas.
J. M. Palmer, Blue Earth, Minn.

AN ECCENTRIC KANSAS PUBLICATION

An eccentric Kansas publication is, "The Pink Bag," published by the Trapp Print Shop of Topeka, Kansas. The editor is Chas. H. Trapp. One of the items has a personal reference to Charles H. Mitchell, sales manager of Crane & Co. Mr. Trapp says that Mr. Mitchell is not without honor in his own country and adds "not only does Topeka credit Mitchell with a lot of gumption but it blandly and baldly says so to his face. Whenever the guy gets on his feet he says something and his enthusiasm and earnestness enable him to put over a lot of things." That is saying a good deal for any man and when the saying is done by a competitive printer, the significance of the observation is all the more to be appreciated.

EDITOR-SOLDIER DIES

Frank C. Hamilton, junior editor of the Marcus(Iowa) News, and son of Mr. and Mrs. W. M. Hamilton, passed away at his home November 7, 1918, after a week's illness of pneumonia, following an attack of influenza. He was for nine years connected with the Sac Sun and five years associated with his father in the publication of the Marcus News.

He possessed marked ability as a newspaper editor and manager, and was prominent in the state editorial associations. He died in the service, being a member of Company I, Iowa National Guards, and was accorded a military burial He leaves besides his parents two sisters, Miss Mae Hamilton of the Storm Lake Pilot Tribune, and Miss Ruth of Morningside College, and two brothers, Floyd of the U. S. Navy and Fayette at home.

"WHAT'S GOING TO HAPPEN."—PREDICTION BY PROMINENT PAPER HOUSE

"What's going to happen" is the title of a neatly printed booklet produced by the J. W. Butler Paper Co. Because of lack of space, the temptation is to only use extracts from the booklet but so much of the information is pertinent and valuable that it is worthy of complete reproduction:

Effect of War on Paper Industry

Starting with the nation and going clear down along the line through business to the individual, all have been affected by the world war—some probably more than others, but affected, nevertheless. The paper business was not overlooked; it has made sacrifices and has suffered its full share.

At the start things happened fast and through inexperience, but with the best of intentions, mistakes were made. Paper was put on the non-essential list, which threatened drastic treatment; it was not long, however, before the Government realized that paper was very essential to the successful conduct of the war. Some restrictions and curtailments were made in the lesser essentials among paper products for speeding up production, economy in labor, less consumption of coal and minimizing transportation requirements. The conditions which have been imposed upon this industry have been quickly and willingly complied with. Chlorine, Sulphite Pulp and certain other necessary ingredients in the making of paper have been requisitioned to a great extent by the Government for making poisonous gases, gun cotton, etc.

This briefly outlines the situation that has been facing the paper business. With peace on the immediate horizon, the pressure will be steadily lightened.

Governmental Needs

Advertising—that was the one and only answer to the Government's question of how to put its messages over quickly. Advertising came to the rescue as it has come to the practical assistance of every one who has intelligently used it.

While the war time needs of the Government were considerably increased, yet the estimate of what should have been reserved for this purpose proved to be in excess of what was actually required. This was a contributing cause of the paper conservation program, which by many was misunderstood. The greatest shortage of paper was in News Print, but in paper products of almost every other description no real scarcity existed except, of course, in 1916 when through fear of shortage the demand jumped far in excess of normal and then naturally the manufacturers found it impossible to supply all the paper that was wanted. When this period was bridged the status was about as it had been before.

With the inauguration of the conservation program many thought that by lowering the quality of the paper they used they were saving paper and thereby fulfilling their obligations. There are many mills in this country that make the higher grades exclusively; their entire equipment, stock of materials, etc., would not permit them to make cheaper grades without serios loss. As the result of this erroneous idea of "saving" we saw an excessive demand for the cheaper grades and at the very expense of thoughtful saving, to say nothing of the cheapened and less effective appearance of the forms in which the paper was used. There exists today, as at any time in the past, the same sane and fundamental reasons for using good, or let us say, appropriate paper, and this truth should be firmly implanted in the minds of the buying public.

Conservation does not mean inefficiency—it means genuine efficiency. Now that the great war is ended, this large part of the nation's paper production which has been reserved for governmental needs will be quickly diminished until it reaches normal time requirements.

The New Order

The big word in the realm of business today is Standardization. All of these rulings of the War Industries Board which have been imposed upon manufacturers in practically every line of business have tended to just one result—Standardization.

Standardization is somthing we have preached and practiced almost from the time we started in business. Before the war the paper industry as a whole seemed hopelessly far from standardization; there were so many irregularities and needless elements that it did not seem possible to so quickly rectify them. The great war came and necessitated the marshalling of the Nation's forces and resources, with the result that almost miraculously the entire industry adopted the new order of things.

Many radical changes were made but it did not take long for everyone to accommodate themselves to them. It was found possible and profitable to all from producer to user to adjust their business to the new conditions. To those who have been familiar with the situation it is apparent that many of these changes which have been carefully and coöperatively worked out are for the benefit of all, with some alterations based on experience, should be retained during normal times.

War measures affecting the paper industry are being lifted; for instance, writing paper manufacturers are already permitted to make the heavier weights which were on the restricted list. The rule prohibiting the making of heavy weights in certain grades of book paper has been withdrawn. Undoubtedly the time is very near when the Government's ban which has affected so many departments of the paper and printing industries will be entirely removed and printers and buyers who have been obliged to transfer their selections from restricted items to those which were on the favored list will again be able to follow the dictate of their judgment.

Pledges No Longer Required

A ruling has just been issued by the Priorities Division of the War Industries Board, which states that the paper saving pledges are no longer required of paper merchants and their customers. The text is as follows:

> "Dealers (wholesale and retial) in raw materials, semifinished, and finished products are hereby relieved from the obligation to give and require pledges relating to such commodities, notwithstanding any provision for pledges in any order or circular heretofore issued by the Priorities Division, and notwithstanding any stipulation in any pledge that they will require pledges from those who buy from them for resale; provided, however, building materials and other products shall not be sold and delivered for use in connection with any nonwar construction projects save those for which no permit or license is required under priority circular No. 21, as revised by section first hereof, or those authorized by permits or licenses issued in pursuance of said circular; provided, further, manufacturers will continue to give pledges in accordance with the terms of orders and circulars heretofore issued, and comply with all pledges heretofore or hereafter given, save that they are hereby relieved from the provisions in such pledges as require manufacturers to exact pledges from those who buy from them for resale."

The elimination of this pledge feature definitely implies that as the reasons for conservation and war-time economy in the use of paper are quickly disappearing, it

is no longer necessary to sacrifice the practical, the artistic or the appropriate in printed matter.

The Available Supply

In an analysis of the available supply of paper certain facts must be borne in mind. Through the entire war period there has been a persistent knock at the door of our market from foreign fields. The foreign demand has never been satisfied. Lack of shipping facilities precluded the possibility of meeting the situation. Vast tonnage of paper has remained on the docks of eastern ports waiting for ships to transport it. This condition will obviously improve and before long the paper industry of this country will take its proper place in international trade.

The gradual let-up in our Government's needs will help to relieve the situation, which it appears will dovetail nicely with the increasing consumption at home due to accelerated business activity and the pressure from foreign trade. Undolbtedly the productive forces will continue to run to full capacity.

The Threshold of Prosperity

The man who talks "calamity and trouble ahead" is looking through the wrong end of the telescope; he is blind to the world about him; he is totally ignorant of existing facts and conditions; he has not even begun to analyze the situation—take him in hand and show him the light.

Bounteous crops and good prices have put greater purchasing power into the hands of the agriculturist—the Governor of prosperity. Building of all kinds, except for actual war needs, has been at a standstill for more than a year; there has been no road-making; the purchasing of luxuries has had a sharp decline; farm machinery of all kinds, automobiles and innuumerable other kinds of articles, implements and equipment have been under the ban during the crisis in order to divert mechanical and human energy to the quick and successful culmination of the war. Now that the war is over it is clear what is going to happen. Advertising campaigns of great magnitude will be launched in all lines of business; plants working on Government requirements were enlarged to increase production—these plants must now turn to peace time products, they must be kept busy, and it is reasonble to conclude that they will be when we consider that their regular lines have been off the market for so long and the needs for them have piled up during the war period. Real estate operators, building contractors and material concerns are preparing for unprecedented activity; road making machinery plants will be taxed to meet the demands for their equipment; automobile factories will have to meet the accumulated demand for cars.

The thrift campaigns in connection with the Liberty Loans and War Saving Stamp Drives, have taught the people who save, and they have saved. The purchasing power of the individual has greatly increased; labor is being paid a higher wage—the living scale is on a higher plane than it has ever been in the past. This is an indicaton of better and bigger business for everybody. Associations of men are and have been gathering for consultations and planning for this reconstruction period, arranging best ways and means for quickly getting back to normal business and making up for lost time. Advertising will be an essential factor in their plans; Printing and Paper form the principal part of Advertising. One does not have to be a confirmed optimist to see that the future prosperity and business of the Nation are assured.

Anyone who doesn't give studious thought to the immediate future is likely to be caught totally unprepared for eventualities. "Is my house in order?" should be the question of the hour. If the outlook for the future means unprecedented business activity, as it undoubtedly does, what should be done at once to make the best of the situation when it arrives?

There is a world of opportunity for the resourceful, creative printer—the man of business needs him badly this very minute. The printer can well afford to make a thorough, careful study of the markets and the possibilities of the business of each of his customers. Sound advice from a printer, with accompanying drafts, lay-outs or suggestions for advertising pieces, designed to cultivate and enlarge the customer's market—to help the customer visualize the idea that is in the printer's mind is sure to win confidence and friendship, which results in increased business.

Most printers know what our record has been through these stressful times. We have hewed closely to the line of standardization—there have been no deviations at any stage—the qualities which have been fixed for our different lines have been upheld. This speaks volumes for the power and resources of our organization. We believe that we have given a service to our customers in the face of gigantic hardships that they appreciate; we judge this from the loyal support we have enjoyed.

A MACHINE FOR A PROFITABLE CLASS OF WORK

There is one class of work that is especially profitable for printers if properly handled, viz., numbered forms. To handle forms of this character correctly and to be able to guarantee accuracy, the numbering machine used must be dependable at all times. Manufacturers of the American Numbering Machine declare that of the thousands of American numbering machines used, all are giving perfect satisfaction. The machine is especially designed to be locked up with the type form, enabling the operator to print and number with one impression. The manufacturers are authority for the statement that the American Numbering Machine is of the strongest and best possible construction. Its wheels, deeply engraved figures, drop-ciphers, ratchets and all wearing parts are made of tool steel. Every machine is carefully inspected several times before leaving the plant in which it is manufactured. Rigid tests are made and each machine is given a thorough tryout on a printing press before passing the inspectors. There are forty-eight models for printers, including machines with numbering heads for high-speed presses of any make. The Company maintain a Repair Department which is prepared to make repairs on all machines promptly and with skill.

OSWEGO MACHINE WORKS EXTEND SERVICE

The Oswego Machine Works of Oswego, New York, have specialized for forty-five years in producing cutting machines exclusively and declare that the advances and improvements made by the Oswego Machine Works on cutting machines have revolutionized general cutting practice, and made economies in production heretofore unheard of. This Company has opened an office in Chicago, with Mr. H. L. Thompson, as Manager. Through long association with the paper, printing, bookbinding, lithographing and allied trades, Mr. Thompson is familiar with the general practices for producing work. He has made special study of latest developments in cutting machines. The information which he has on the best methods of cutting and handling work is at the service of printers and publishers of the Central West.

AMONG THE ASSOCIATIONS

IN UNITY NPJ IS STRENGTH

[Editorial Note.—Officers of all Press and Printers' organizations are urged to make regular use of this department.]

Berrien County, Mich., Press Association

THE publishers of Berrien County, Mich., have organized—a step which is as necessary in the publishing business as in any other business. The new organization, which is known as the Berrien County Press Association, was perfected recently at the Y. W. C. A. rooms in St. Joseph, when publishers from nearly every town in the county met to discuss the many new phases of newspaper work, brought about by war projects.

R. C. Haws, chairman of publicity of the Berrien County Liberty Loan Committee, delivered an interesting talk, in the course of which he referred to the fact that much so-called patriotic advertising matter is dumped upon the newspapers by individuals without the sanction of the county committee and that no such matter should be printed unless O. K.'d by the committee.

At the opening of the meeting O. C. Waltsgott, editor and publisher of the Berrien County Journal, was elected temporary chairman and Martin R. Tornquist of the Banner-Register acted as temporary secretary.

The following resolution was adopted by a unanimous vote:

We, the members of the Berrien County Press Association, hereby renew our pledge to continue without ceasing our efforts to aid in winning the war.

As all know, the newspapers of this country have been among the most important factors in this great war for humanity.

By fostering patriotism, upholding Government policies and encouraging sacrice and endeavor, the newspapers have helped make possible and popular the great and well planned efforts of the Government in the way of conservation, conscription and the sale of bonds.

We take pride in our newspapers and are intensely anxious to please our patrons, and to get out papers that are representative of our prosperous communities and a credit to ourselves and patrons and wish to serve diligently and well our subscribers and advertisers, but all these things are mere chores compared to the great and important duty of doing our part to win the war.

The business meeting of the new association followed a dinner in the main dining-room. The election of officers for the coming year and the appointment of committees to care for the work in the news and advertising fields consumed the greater part of the evening.

The following officers were elected: President, E. W. Moore, editor of News-Palladium, Benton Harbor; Vice-President, F. W. Cochrun, editor Coloma Courier, Coloma; Secretary and Treasurer—Martin R. Tornquist, Banner-Register, Benton Harbor.

A committee on by-laws for the association was appointed by President Moore and consists of Chairman Thomas J. Tourmey, editor of the Niles Sun; Fred D. Cook, Jr., editor of the Niles Star, and O. C. Waltsgott, editor of the Berrien County Journal.

Messrs. Moore, Brewer and Cochrun were selected as a committee to confer with the United States employment service.

The following ex-newspaper men of the county were elected as honorary members of the association: J. N. Klock, R. C. Haws, Benton Harbor; Fred D. Cook, Sr., Niles; L. J. Merchant and L. E. Merchant, St. Joseph.

* * *

Upper Des Moine Editorial Association

Government restrictions affecting newspaper work were the subjects under discussion at the one-day session of the Upper Des Moines Editorial Association, held at Ft. Dodge. Sixty newspaper men from the district were present. W. P. Wortman, President of the Iowa Press Association; Justin Barry of the Cherokee Times; E. M. Smith of the Wenterset Madisonian; John W. Carey of the Rock Rapids Review; W. S. Merriman of the Fort Dodge Messenger; I. W. Carpenter of the Carpenter Paper Company, Omaha; G. L. Caswell, secretary of the Iowa Press Association, and Charles H. J. Mitchell of the Storm Lake Pilot-Tribune were among the workers. There was a public program at night. The editors were given the freedom of the city.

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Western New York Newspaper Publishers' Association

The fall meeting of the Western New York Newspaper Publishers' Association was held at Rochester Saturday, November 30th, and President Milliken was greeted by a good-sized gathering of editors. The meeting was originally scheduled for October but owing to the influenza epidemic was postponed.

The morning session was devoted to a talk by John E. DuBois of the Newark Union Gazette on "Job Estimating," in which Mr. DuBois gave the results of his experiences with costs. His talk evoked much discussion and a number of publishers responded. Hon. Heber E. Wheeler of Canandaigua, former member of the assembly, paid tribute to the small-town newspaper at the opening session of the afternoon and was followed with brief addresses by Senator Ralph W. Thomas of Hamilton, Charles H. Betts of the Lyons Republican, Frank E. Gannett of the Rochester Times-Union, Chester C Platt of the Ithaca News, and G. S. Griswold of the Batavia News.

Walter H. Savory, former editor of the Rochester Times, now manager of the Mergenthaler Linotype Co., spoke on the "Newspaper Horizon," and President Will O. Greene of the New York State Press Association gave an address on the "Way to Effect a Fifteen Per Cent Saving in Paper." Elias Vair of the Waterloo News made a memorial address on the late Henry Stowell of Seneca Falls, who passed away since the last meeting.

Lunch was served in the Dutch Room of the Powers Hotel.

The next meeting will be held in January. T. P.

Hause of the Interlaken Review, E. M. Perkins of the Leroy Gazette-News, and J. P. Pollard of the Seneca Falls Courier-Journal were appointed a committee to take care of the program for this meeting.

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Texas Women's Press Association

Plans for the twenty-sixth annual convention of the Texas Women's Press Association, to be held at Cisco in May, 1919, were made at a meeting of the executive committee in Dallas. Many matters having to do with the reconstruction policy of the Association to be outlined at the convention, were discussed by the committee.

* * *

Northwest Daily Press Association

A meeting of the Northwest Daily Press Association was held recently at the Radisson Hotel, Minneapolis.

The association was primarily organized to promote foreign advertising for Northwestern dailies. It was found at the beginning that so many matters of financial and professional interest came up that quarterly meetings would be more than profitable.

The annual dues of the association are $2.00. The dues meet all ordinary expense, such as postage, sending of occasional bulletins, etc. Unusual expenses are met by assessments voted by the association.

* * *

Ohio Newspaper Women's Association

The Ohio Newspaper Women's Association held its annual meeting recently in Columbus. The program included talks by Miss Grace Peters, woman's committee, Council of National Defense; Mrs. E. A. Day, Belleville; Mrs. Mary Proctor Wilson, Lebanon; Henry Taylor, editor Portsmouth Times; Mrs. Zella Hart Deming, Warren, and Carol Bird, feature writer.

Colonel E. S. Wilson of the Ohio State Journal gave an address at the banquet.

Miss Pearl Helfrich, Bowling Green, is president of the association.

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Wisconsin Daily League

The Wisconsin Daily League, which is composed of the publishers of twenty-nine daily newspapers outside of the city of Milwaukee, held its tenth annual meeting here recently. All the old officers were re-elected, as follows: President, J. L. Sturtevant, Wausau Daily Record-Herald; Vice-president, O. J. Hardy, Oshkosh Northwestern; Secretary and Treasurer, H. H. Bliss, Janesville Gazette.

The report of the secretary and treasurer showed that the past year had been a very prosperous one for the league, and it is in better financial condition than ever before.

A resolution was adopted giving fullest endorsement to the request of the War Industries Board to save paper, and notifying political candidates that because of the necessity of conserving paper publicity of political matters would be confined to the actual news value of the happenings.

* * *

Kentucky Press Association

The mid-winter meeting of the Kentucky Press Association will be held at Louisville, Ky., December 26-28. This Association is made up principally of weekly papers, and President Dan Hutton, of the Harrodsburg Herald, is busy in preparing a program that will inspire the editors to more progressive ideas in business. He hopes to have some leading newspaper publishers from outside the State to speak to the members.

Cook County Press Club

The local newspapers of Cook County, Ill., held a meeting at King's Restaurant, Chicago, Saturday evening, December 7th, and chose the following officers for the ensuing year:

Mr. John Phillips, President, "Chicago Telegram," and other newspapers; Mr. Frank E. Furstenheim, Vice-president, "The Reminder"; Mr. Gus Martin, Treasurer, "Northwest News"; Mr. G. F. Roberts, 711 W. 120th St., Secretary, "Weekly Reporter."

The following were chosen as members of the Entertainment Committee: Mr. Frank E. Furstenheim, Chairman; Mr. Floyd Haas, "Calumet Index"; Mr. Thos. F. Kinney, "The Riverdale Pointer"; Mr. Benjamin S. Herbert, "The Ravenswood Citizen."

Plans were arranged for holding a Ladies' Night and Installation of the new officers early in January, the meeting to be held at some one of the large restaurants in Chicago. Among those who are being considered by the Committee for the principal speaker of the occasion are: James Pershing, brother of General Pershing; Harry A. Wheeler, President, U. S. Chamber of Commerce; Captain Charles E. Merriam of the Committee of Public Information, who has recently returned from Italy, and Robert M. Sweitzer, candidate for Mayor of Chicago.

A five-piece orchestra, with Mr. Edward Moebius as leader, has been secured for the evening.

* * *

San Francisco Press Club

The annual meeting of the San Francisco Press Club was held recently in its quarters at Powell and Sutter Streets and officers as follows: President, Al. C. Joy; Vice-president, Karl M. Anderson; Secretary, W. Russell Cole; Treasurer, W. H. B. Fowler; librarian, Louis J. Stellman, and directors, E. R. Hughes, J. P. McSorley and W. M. Deming.

The Pacific Coast Women's Press Association, with headquarters in San Francisco, has chosen officers for the new season as follows: President, Mrs. H. C. Bunker, First Vice-president, Mrs. Ina Weston; Second Vice-president, Mrs. Jeanne Francouer; Third Vice-president, Mrs. J. E. Wilkins; Fourth Vice-president, Dr. Anna Nicholson; Fifth Vice-president, Mrs. D. C. Deasy; Recording Secretary, Mrs. Harriet Austin; Financial Secretary, Mrs. Harriet H. Gray; Treasurer, Mrs. Walter T. Lyon; Directors, Mrs. C. H. Raven, Mrs. Charles R. Peters, Mrs. Norman Logan, Mrs. Mary E. Hart and Miss Frances Fulton.

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A NEW FOLDER ABOUT THE LINOTYPE

The envelope for the new Linotype folder, imprinted, "What Every Book and Job Printer Should Know" is itself a fine specimen of Linotype Typography. The contents, concerning the flexibility of Multiple-Magazine Linotypes in their application to book and job-work, amply make good the word on the envelope. This Linotype job is handsomely illustrated by halftone views of the machines and examples of work that is being turned out on them in book and job shops every day. The text matter sticks strictly to its knitting—runs to concise, practical explanatory notations where the occasions, require. The folder is entitled, "The Linotype for Your Book and Job Work." We commend it to printers for the attention it deserves. A copy of the folder may be obtained by addressing any of the offices of the Linotype Company.

LET'S TAKE STOCK

By George E. Hosmer, Denver, Colo., Chairman Legislative Committee, N. E. A.

WITH the activities of the War Industries Board practically suspended and with war over, it seems to me that the time is ripe for the newspapermen to carefully take stock and see where we are at.

The first thing we realize is that while early in 1916 the large newspapers were paying 2c and 3c, today large newspapers are paying 3½c, and being asked 4c for next year's supply, while the little fellows are paying anywhere from 4c a pound up, in many cases, as high as 6c and 7c. It seems to me that there should be a reduction in this print-paper price.

With the war over, soon labor conditions will be remedied and cost of materials reduced. While it is very doubtful if prices will ever come down to the same level that we had them prior to 1916, there certainly should be and will be a reduction. In order to get this, however, it is very important that the newspapers be thoroughly organized to make a fight for their rights and the rights of their customers.

The large newspapers are thoroughly organized with a force of strong people in Washington and New York to look after their interests, but the smaller newspapers, those that belong to the National Editorial Association, and the various state organizations have not the cohesive organization which should be theirs. For the past two or three years the National Editorial Association has been working to get a perfect organization of the smaller newspapers and we have now a much stronger organization than ever before.

With a number of states having joined as a body, it gives us, materially, the largest newspaper organization that has ever existed in the history of the world, but what we need is sufficient funds so that we may have a secretary and assistants on the job every hour of the day to carefully look after the interests of the publishers.

The dues received from the members in the National Editorial Association at the present price, however, is not sufficient to maintain such headquarters and we must go farther. It was suggested some time ago by the President of the National Editorial Association and some members of the executive committee that the National Association not only have the memberships through state associations, but that we create honorary, or contributing, memberships whereby those who will be the most benefitted will contribute the most to the upkeep of the National organization.

If there are ten newspaper men in each state in the Union that get greater benefits from organization work or that take a great interest in organization work, and these ten people would contribute $25.00 a piece, from forty-eight states, that would produce $12,000 additional revenue, but if only half that amount was received and all the states came in through their state organizations, which we are satisfied they will when the matter has been properly put to them, we would probably have sufficient revenue to keep a secretary and office at Washington the year round to look out for our interests, to take up and help on advertising matters as well as to see that our interests, from a legislative standpoint, are not hurt.

We must take up at once the question of having a law passed preventing the Postoffice Department from going into competition with the smaller publishers of the country in the printing of Government stamped envelopes. We should see to it that the Federal Trade Commission is given broader powers in order to control the print-paper manufacturers so that they cannot continue the outrageously high prices that are now being charged.

It is up to us, in a national way, to look after hundreds of minor things that affect the newspapers of the country, so I urge every newspaper man who believes in organization to begin to plan for greater things.

In the reconstruction period and the years that are to follow, let us make the National Editorial Association as important in the publishing field as the American Bankers' Association is in the financial world, or the National Education Association is in the educational world. As Chairman of the Legislative Committee, I appeal to the organized newspapermen of the country in every state to help in this work. If your state organization has not already joined the National, see to it that it does. If it has, see to it that it remains with us. Increase your own local dues and thereby be in a position to help the National do greater things for all the newspapers of the country.

GEORGE E. HOSMER,
Chairman, Legislative Committee, National Editorial Association.

A COMPLETE PRINTER'S LIBRARY

The Committee on Education of the United Typothetae of America is finishing the work of publishing a complete printer's technical library. The entire series of 64 volumes will soon be ready for delivery. Customers of record have already received 33 of the books which include those pictured by the accompanying halftone.

Thirty-three Books of the Typothetae Printers' Technical Library.
Courtesy The Printing Art

Of the series Mr. Henry P. Porter, chairman of the Committee on Education says:

"These books mark a great stride forward in the progress of American printing, not only in their valuable contents, but in the remarkable coöperation of a host of writers, critics, printers and allied firms, each of whom contributed either labor, service or materials to make their production a success.

"Contribution of manuscript, copyrights, composition, electro-plates, engravings, paper, drawings, cloth, etc., have been most generously given, and the committee is

most grateful for all this assistance.

"In each volume a list of the contributors who co-operated in the production of particular volumes is given; many other names will be added as the work progresses, because the committee has not yet availed itself of all the offers of help.

"This work is so monumental, as an Organization enterprise, that the committee believes it a privilege for any firm to be identified therewith.

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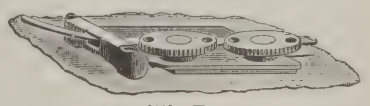
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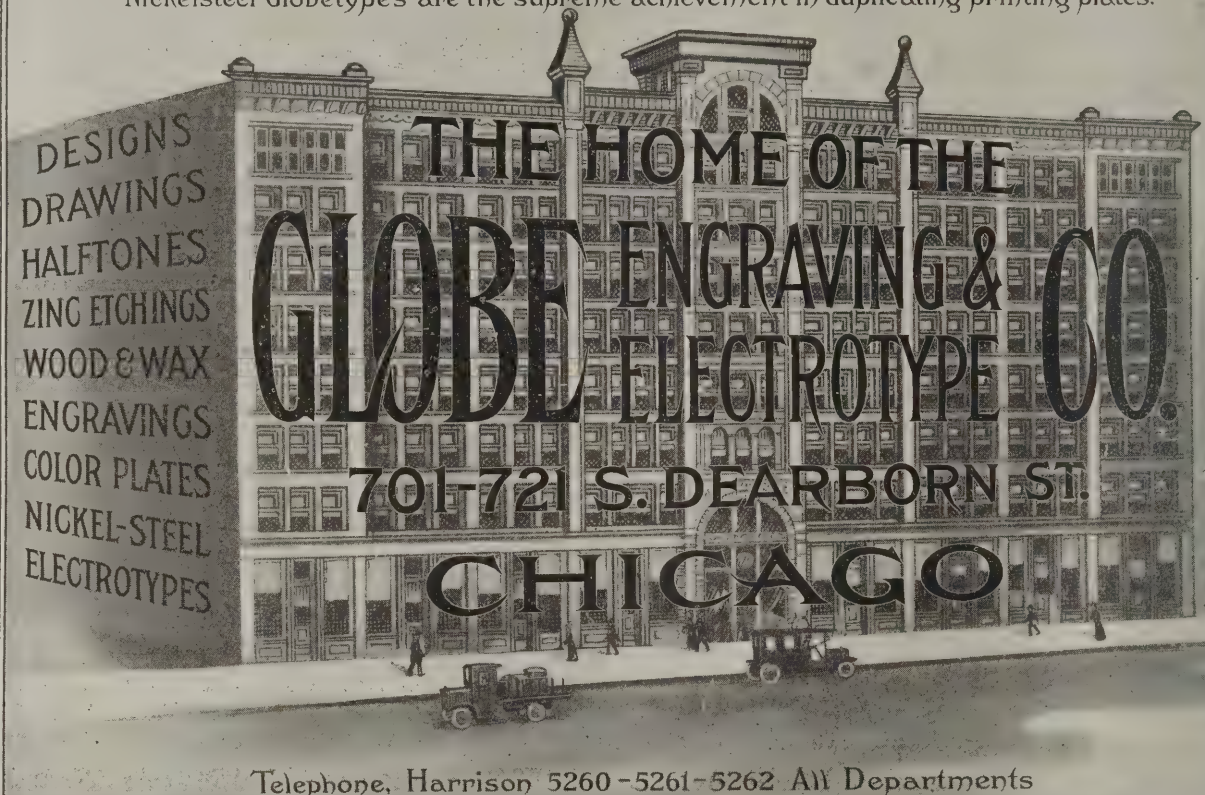

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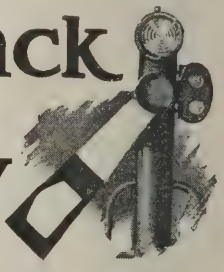

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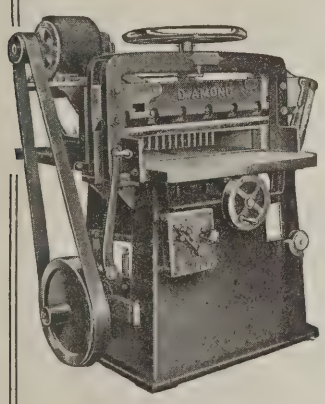

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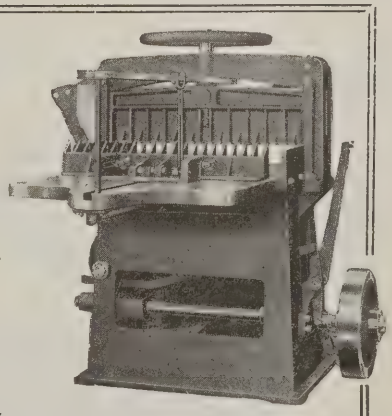

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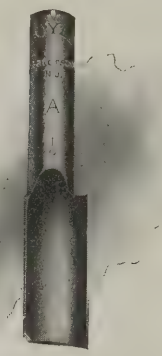

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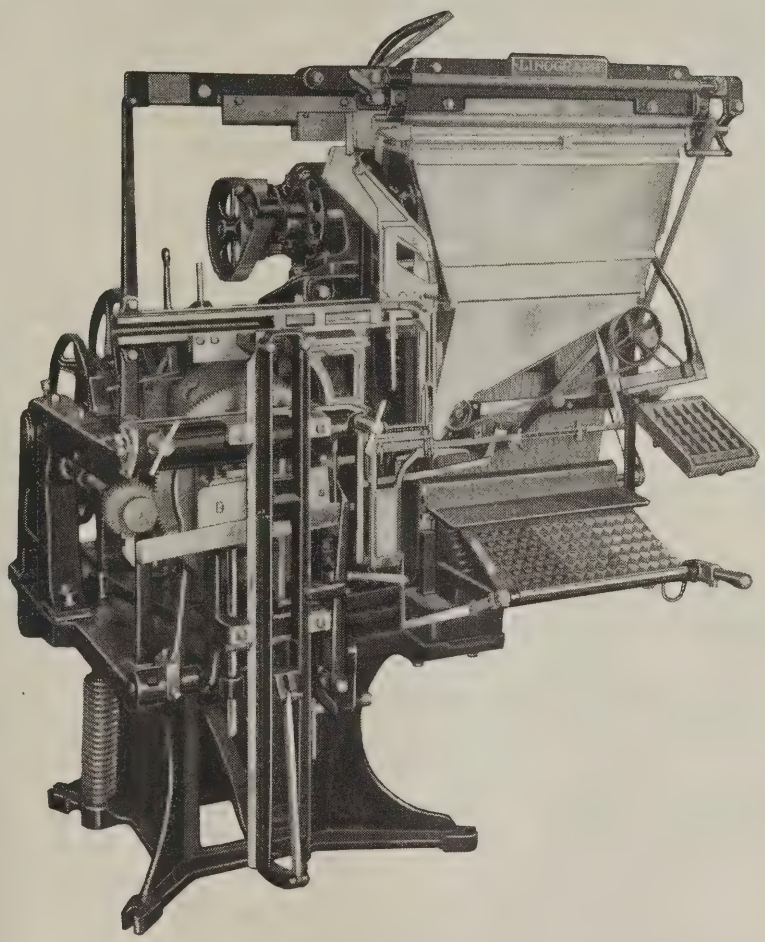

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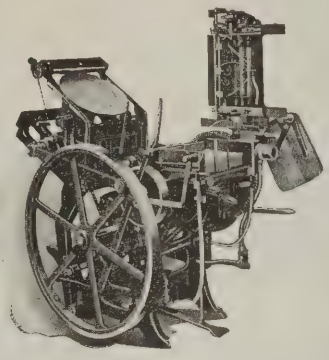

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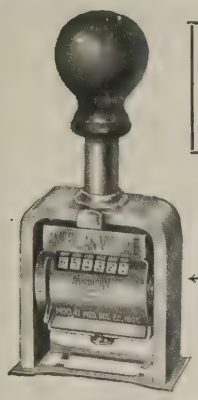

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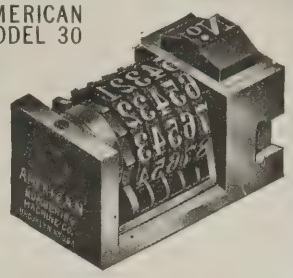

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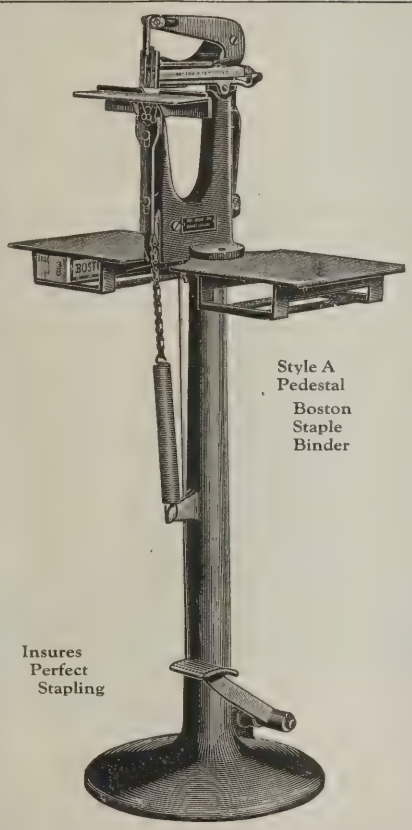

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BOSTON STAPLE BINDERS ARE MADE IN TWO STYLES FOR PEDESTAL AND BENCH OPERATION. WRITE FOR PRICES

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The *TRUTH* from Boston: Monotype *BEST* By Test

There are twice as many Monotypes in use in the book and job printing plants of Boston as the combined totals of all other composing machines. Naturally, the best and most economical composing machine—the one giving the best results in quantity and quality—will be found in the larger number in America's great book printing center.

	Casters	Keyboards
Wright & Potter Printing Co.	16	16
Advent Publishing Society	2	2
Boston American	4	3
Buck Printing Co.	1	1
Congregational Pub. Society	2	2
Louis E. Crosscup Co.	1	1
Educational Publishing Co.	2	2
P. H. Foster & Co.	2	2
F. H. Gilson Co.	4	6
Boston Globe	3	2
Riverdale Press	3	3
Hooper Printing Co.	2	1
Monotype Composition Co.	5	6
H. O. Houghton Co.	5	8
Ambrose Bros.	2	2
Edward W. Wheeler	3	3
Poole Printing Co.	2	3
Puritan Linotype Co.	1	1
Atlantic Printing Co.	5	4
Boston Record	1	0
Herman Schulz & Co.	1	2
The Spartan Press	2	2
Taylor Press	2	2
Universalist Publishing Co.	1	1
J. S. Cushing Co.	11	12
Sampson & Murdock Co.	5	6

	Casters	Keyboards
City of Boston	9	15
Angel Guardian Press	2	2
Boston Herald	3	2
Central Printing Co.	1	1
George E. Crosby Co.	1	1
George H. Ellis Co.	3	3
Everitt Print	1	1
Brown-Howland Co.	1	1
Boston News Bureau	5	4
Griffith-Stillings Press	4	4
John Hancock Life Ins. Co.	1	1
Harvard University Press	3	4
Arthur T. Howard	2	1
John D. O'Connor	3	2
Murray Printing Co.	7	5
University Press	5	7
Pinkham Press	3	3
Boston Post	7	3
Rand-Avery Supply Co.	4	3
Chapple Publishing Co.	4	4
Nathan Sawyer & Son	2	2
Seaver-Howland Press	2	2
Star Printing Co.	1	1
Tudor Press	2	2
Samuel Usher	3	6
Plimpton Press	7	9

Of these 173 casters and 182 keyboards in the city of Boston, 104 casters and 108 keyboards were sold on REPEAT ORDERS.

LANSTON MONOTYPE MACHINE CO.
PHILADELPHIA

NEW YORK: World Building
BOSTON: Wentworth Building
CHICAGO: Plymouth Building
TORONTO: Lumsden Building
Monotype Company of California, SAN FRANCISCO

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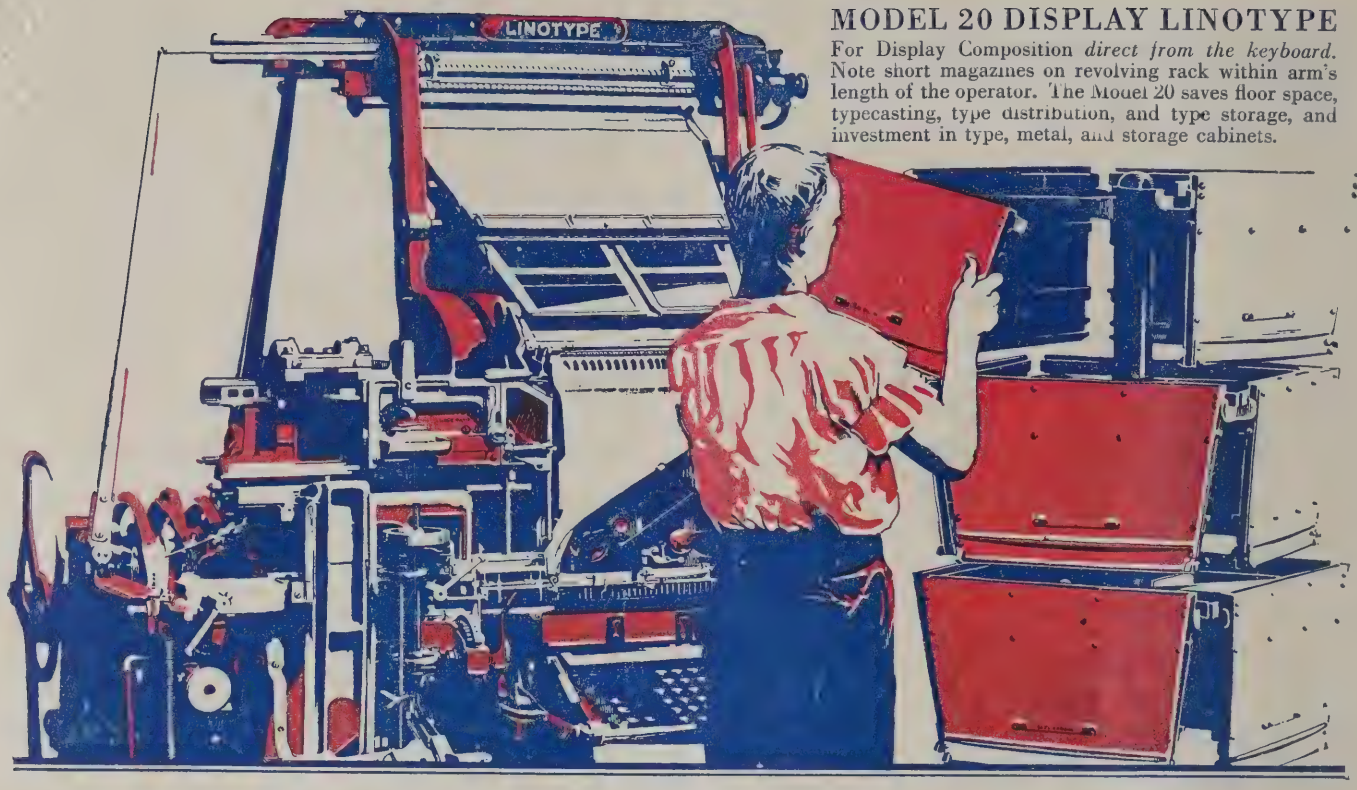

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